

ICE CREAM FIELD



In this issue

Topic of the Month: Vending Machines
Trends in Ice Cream Plant Sanitation
"Flaming Sundaes" Thrill East Coasters
Soda Fountain Operation—Installment V

February 1950

Packaging that Sparkles for SPARKING SALES!



The spark that fires the impulse to buy . . . that's color. Put it to work for you in a distinctive package by Sutherland. It's always busy on the job . . . catching the eye, stimulating the appetite and imagination, blazing the way to bigger sales! You can choose from a wide, colorful variety of stock designs, or Sutherland artists will create an individual design for your exclusive use. Write for particulars.

FOLDING, PARAFFINED, AND LAMINATED CARTONS
BAKERY PACKAGES - PREPACKAGING BOARDS AND TRAYS



LIQUID-TIGHT CONTAINERS - FOOD TRAYS - PAPERWARE
EGG CARTONS - PLATES - PAILS - HANDI-HANDLE CUPS

JUST OUT!

The Great New 1950 Line of **SAVAGE** ICE CREAM CABINETS

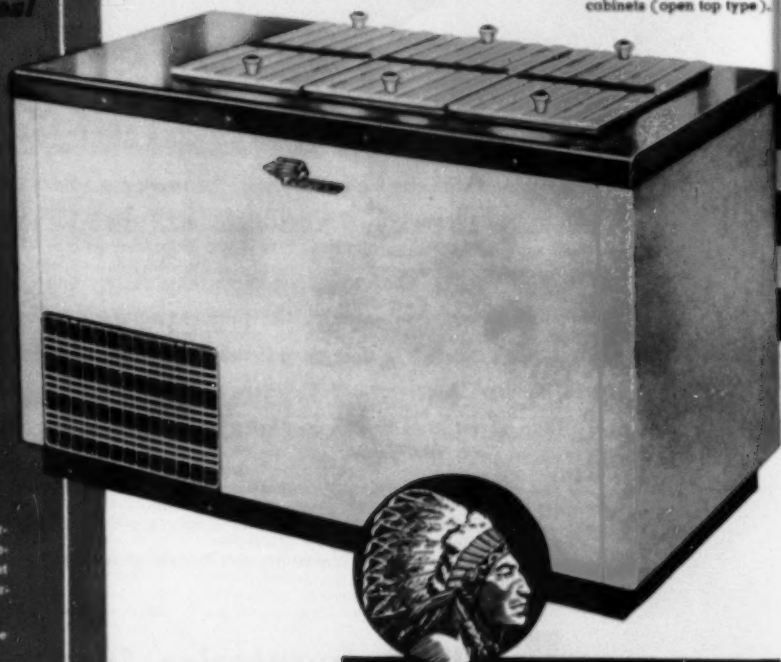
In all your experience, you've never seen such cabinets as these for sheer beauty, practical utility and down-to-earth operating economy. Savage presents its great new 1950 line with the assurance that here at last are cabinets sure to make a smash hit with ice cream manufacturers, ice cream retailers and ice cream consumers alike. Though built to some high Savage standards, they're all new—redesigned inside and out. And they're the finest cabinets ever built during Savage's 25 years of manufacturing low-temperature equipment. But judge for yourself. See them the first chance you get. Meanwhile, we'll gladly send you illustrated literature. Write today to Savage Arms Corporation, Refrigeration Division, Office 1, New York.

Only **SAVAGE** Gives All These Brilliant Features!

- Greatly increased capacity: 10 to 30% more ice cream in bulk containers.
- Refrigerated partitions between compartments. Not necessary to buy additional accessories at added cost.
- Modernized exterior design: ends flush (no screws) for easy in-line installation; top and sides super-smooth for quick, effortless cleaning.
- Glistening white lids of durable plastic—eye-catching, appetite-appealing, easy to wipe clean.
- Extra-strong, all-steel cabinet construction for longer service life. No wood to warp or rot. Corners reinforced for added strength.
- Uniform temperatures throughout cabinet: maintains ice cream (bulk or brick) at equal temperatures.
- Hermetically sealed, pull-out compressor for economical maintenance.
- Highly efficient insulation of genuine Fiberglas.* "Sealed-in-Steel" construction to prevent infiltration of moisture. Each cabinet factory-tested under pressure to assure permanent seal.

*Fiberglas is the registered trade-mark of the Owens-Corning Fiberglas Corporation.

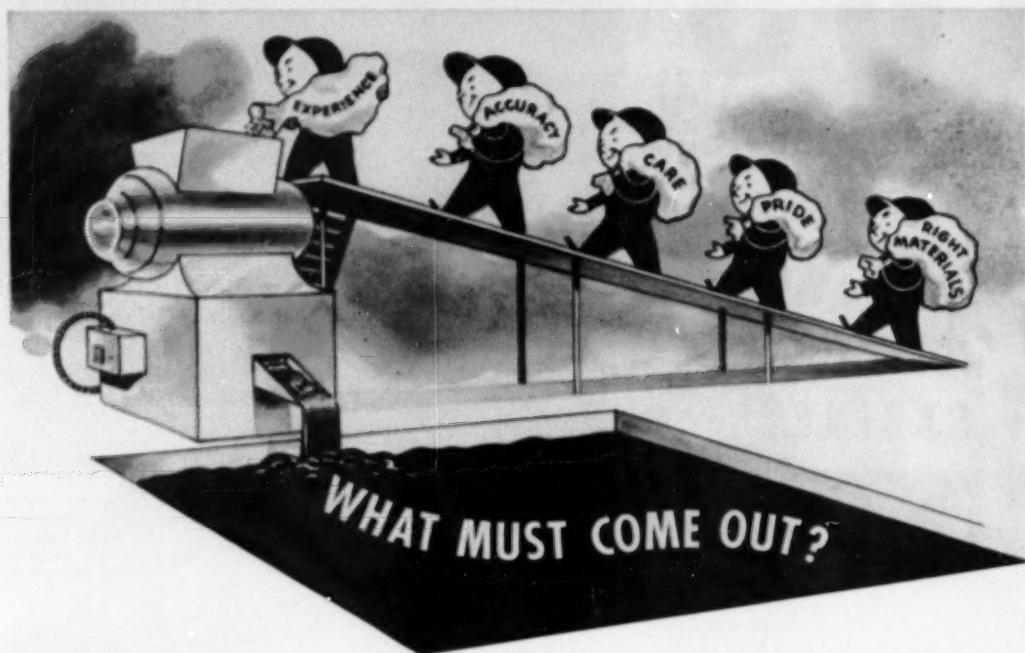
13 different models to choose from — to fill all your customers' needs: 3 & 4 single; 4, 6, 8, 10, 12 double (chest type); 4, 6, 8, 10 double (remote type); 9 cu. ft. & 18.7 cu. ft. merchandising cabinets (open top type).



again in '50
the SWING is to

SAVAGE
ICE CREAM CABINETS

When THESE Are Put In...



WE THINK YOU WILL AGREE that when Experience, Accuracy, Care and Pride are combined with the Right Materials, the result must be a uniform product which best serves the purpose for which it is intended.

Here at Vanilla Laboratories we claim there is only one right Vanilla for any given product. That's the reason our experts carefully study each product to determine if the Formula should be made from Pures, Blends, Concentrates or Powders, or any combination of two or more. Then by accurate control they keep the quality consistently uniform the year 'round. The result is a Vanilla in which we can take pride and which satisfies our customers. Our Experts will be glad to make recommendations if you have a Vanilla problem.

Vanilla Laboratories, Inc.
Rochester, N.Y.

PURES
BLENDS
CONCENTRATES
POWDERS



★ Marathon's Half-Gallon Linerless Ice Cream Carton!

★ America's
Fastest-Moving
Bulk-Size Carton!

CONSUMERS PREFER IT FOR EVERYDAY HOME STORAGE!

Modern homemakers like the *economy* of buying ice cream by the ½-gallon to keep on hand for guests and everyday use. They prefer Marathon's Linerless Ice Cream Carton because its *rectangular* shape saves space in home freezers or refrigerators . . . makes ice cream easier to serve. A quick pull on the double tear flap, an exclusive Marathon feature, opens the wide top for easy spooning. Carton also opens flat for slicing . . . recloses easily for storage. With ½-gallon assortments of ice cream handy, families eat more ice cream . . . *buy more ice cream!*

Manufacturers Know it Boosts Gallonage!

Get your share of the big "take home" market for ice cream in large unit containers! Marathon's fast-selling ½-gallon Linerless Ice Cream Carton is the "big brother" to Marathon's famous pint Linerless Carton—the first one-piece, precision-made carton for completely automatic packaging of ice cream. You'll find it sets new standards of packaging efficiency for both automatic and hand operations . . . saves valuable storage space before and after filling. To *sell more . . . profit more . . .* use Marathon's fast-moving ½-gallon ice cream carton!

Dealers Choose It For Faster Turnover!

Profit-wise dealers like to stock ice cream in the ½-gallon "take home" size that encourages greater ice cream consumption. They prefer Marathon's Linerless Ice Cream Carton because the space-saving shape *greatly increases* cabinet capacity (an important economy factor in today's competitive markets). Eye-catching package designs, printed on pure white paperboard, give instant brand and product identification . . . tempt self-service shoppers to make additional impulse purchases, to try new flavors!

MARATHON

★ See your Marathon representative for complete information, or write to Marathon Corporation, Menasha, Wisconsin.

Here it is! the **BIG NEWS**

the Popsicle "PARADE OF STARS"

AMERICA'S GREATEST SUMMERTIME TELEVISION SHOW!

FEATURING THESE BELOVED
STARS OF STAGE, SCREEN
AND RADIO

SELLING FOR YOU!

IN T.V. CITIES COAST-TO-COAST OVER CBS-TV NETWORK



all this Plus!

- Powerhouse Drive on Bag Saving
- New Giant Gift Lists
- New Premiums for Kiddies
- New Colorful Display Material
- 40 Million Comic Books
- Newspaper Advertising and
- Local and National "POPSICLE" Youth Awards!

GET SET FOR FAST SALES ACTION ON

Twin Popsicle® Fudgsicle® Creamsicle® Ice Cream®

©-A-5716

® "POPSICLE," "TWIN POPSICLE," "FUDGSICLE" and "CREAMSICLE" are registered trademarks of the JOE LOWE CORP.

FOR 1950!



ARTHUR GODFREY



MARTHA RAYE



BORRAH MINEVITCH'S
RASCALS



MARGARET
WHITING

EDITORIAL "Super Colossal"

"Super colossal," a phrase describing something most superlative, has been overworked through the years by Hollywood's fantastic tub-thumpers. Yet it still seems to fit aptly the unique, extraordinary advertising program planned for the 1950 ice cream selling season by the Joe Lowe Corp., of New York, Chicago and Los Angeles.

The promotion will be a series of television broadcasts starting next May 15; it will be of national scope and is expected to reach a tremendous number of people.

Performing on behalf of the company's "POPSICLE," "FUDGSICLE," "CREAMSICLE" and Ice Cream on-a-Stick will be such nationally-prominent performers as Arthur Godfrey, Milton Berle, Martha Raye, Tony Martin, Dick Haymes, Fannie Brice, Grocho Marx, Margaret Whiting, Paul Winchell and Jerry Mahoney, and Borrah Minnevitich's Harmonica Rascals.

Such talent is priceless. These entertainers will give these products a selling impetus which few, if any, products have ever experienced in their lifetimes.

We doubt whether there is anyone at present who can actually measure where the Joe Lowe Corp. sales will stop. With such a variety of stellar performers advertising for one sponsor, this is definitely not an experiment in entertainment. It will not be a hit-or-miss program; it will click instantly and gain greater momentum with each television presentation.

These top television showmen certainly should open up for the Joe Lowe products markets never tapped before. Their video broadcasts will appeal strongly to children; but they will also prove equally amusing to adults. Entertainment stars of that caliber, audience tests have shown, are enjoyed equally by all age groups.

The program is called the "POPSICLE" Parade of Stars.

We don't often subscribe to the promotional philosophy practiced by some of the Hollywood demons, but in this unparalleled instance — where television history is being written by the Joe Lowe Corp. — we'd like to borrow the phrase of phrases, "Super Colossal," and apply it to the ice cream supply corporation's 1950 television advertising campaign.

Furthermore, the 1950 "POPSICLE" Parade of Stars may well be one of the answers to the question being asked by the ice cream industry for roads leading to the billion-gallon goal sought by the trade.

Reprinted from
CONFECTIONERY-ICE CREAM WORLD
DECEMBER 2, 1949

JOE LOWE CORPORATION

601 WEST 26th STREET • NEW YORK 1, NEW YORK

400 WEST OHIO ST
CHICAGO, ILL.

2744 EAST 11TH ST
LOS ANGELES, CALIF.

180 STERLING ROAD
TORONTO, ONTARIO, CANADA



JJ
foote & Jenks
Vanilla
●

FOOTE & JENKS • • JACKSON . MICHIGAN



You'll make a "strike" every time when you choose Kelvinator's beautiful ice cream merchandising cabinets. Their streamlined design, full-color 3-dimensional pictures and fluorescent lighting *all* combine to *attract and invite* people to buy. They're top-flight performers, too, with space-saving construction that wins preferred locations . . . new engineering features that lower service and operating costs. For complete details, see your Kelvinator representative or write to the Ice Cream Cabinet Division, Nash-Kelvinator Corporation, Detroit 32, Michigan.



Kelvinator THE BEST KNOWN NAME ON
MODERN ICE CREAM CABINETS

DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT

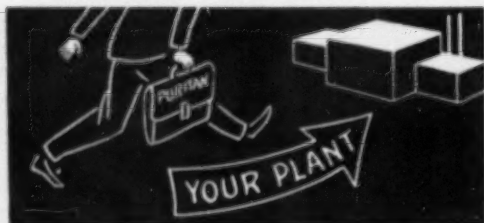
How to be

HAPPY

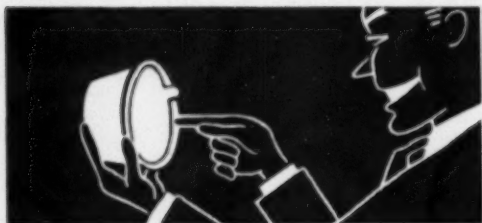
about your container



Available in all sizes
including the NEW and
POPULAR 5 OZ. FOR
FACTORY-PACKED SUNDAES.



SERVICE You'll like the way a Puritan specialist works closely with you to get just the right container. He'll show you how beautifully Puritans perform in your own plant, and how you can enjoy the low quantity price with a delivery schedule that fits your exact needs.



PERFORMANCE Puritans please your production men. Sturdy sidewalls and deeply grooved lid seats permit lids to snap in easily and hold firmly. Result — you cut packing slow downs, lid failures, wasted contents.



SALES Watch for those smiles your salesmen will wear when smart, specially printed Puritans go to work selling your brand name at every sale. They'll help build your distribution and strengthen present outlets, resulting in more efficient utilization of your plant facilities.

Puritan—a Long Established Name in Cups



Pack it in Puritans

Good quality and good service are yours when you pick Puritans. We'll demonstrate both when you send for some handsome samples of special and stock prints. Write today. Address: The American Paper Goods Company, Kensington, Conn. or 4711 Foster Avenue, Chicago 30, Ill.



THE AMERICAN PAPER GOODS CO.

KENSINGTON, CONNECTICUT • CHICAGO, ILLINOIS

SINCE 1893

chocolate by •B•B• will add
sales-stimulating **TASTE-APPEAL**
to every spoonful of your chocolate ice cream!

and whatever your
 chocolate needs, •B•B• is
 your Best Buy. Write
 today for generous samples
 of these products:

COCOAS

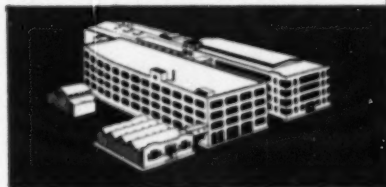
COATINGS

LIQUORS

COMBINATIONS OF COCOA

AND CHOCOLATE LIQUOR

(specialized products
 for the ice cream trade)



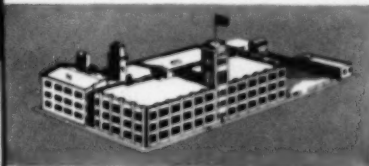
Two Plants to Serve You!



BLUMENTHAL BROTHERS

Manufacturers of Cocoa and Chocolate Products

MARGARET & JAMES STREETS, PHILADELPHIA 37, PA.



Look at it outside! Look at it inside!
You can't match



OUTSIDE—smart styling by Raymond Loewy

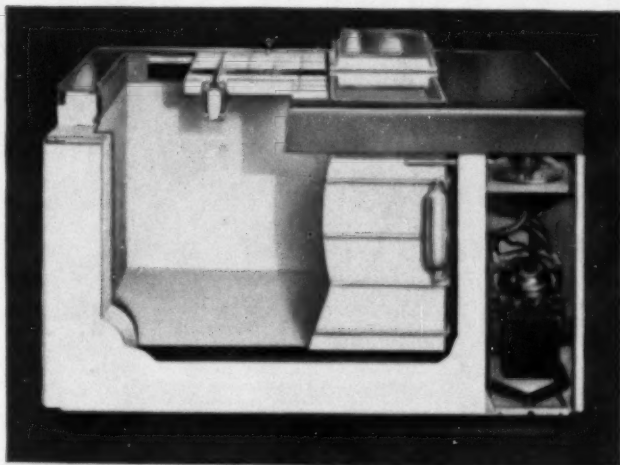
Ice cream companies and dealers agree—Frigidaire's Reserve Capacity Cabinets are the most beautiful ever built! Just look at their sweeping, modern lines! Look at the sparkling-white Dura-Lids—remarkably sturdy, yet light as a feather to use! Look at the flowing, one-piece stainless steel top—so easy to keep clean. It's as practical as it is good looking.

No wonder these Frigidaire cabinets consistently get better and more prominent locations in dealers' stores—and thus stimulate ice cream sales! No wonder more and more ice cream companies look to Frigidaire for highest return on their equipment investment!

Now a better buy than ever at
New Low Prices!

Yes, when it comes to dollar-for-dollar value, you can't match a Frigidaire! And with the new low prices now in effect, these cabinets, more than ever, are an outstanding buy. Get full details by calling the Frigidaire Distributor or Factory Branch that serves you. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

a FRIGIDAIRE Ice Cream Cabinet!



INSIDE—greater Storage-ability. Reserve capacity design gives you far more storage space per square foot of floor space than former models. Only Frigidaire gives you this money-saving design.

— **greater Flex-ability.** More usable space, plus shelves, dividers and baskets, allows each dealer to find a stock arrangement *exactly* right for him. These accessories are available at small extra cost.

— **greater Service-ability.** Removable front and back machine compartment panels permit easy access to refrigerating mechanism. All valves and controls are at the serviceman's finger tips.

— **greater Depend-ability.** Frigidaire All-Steel, Sealed Tight Cabinets, famous for efficiency and reliability, are made even better by a host of basic construction features and improvements.



Boost self-service business with Frigidaire Zero Self-Servers

These eye-catching cabinets make customers stop, look and buy. They're styled and built just like Frigidaire Reserve Capacity Ice Cream Cabinets, in 5.3 cu. ft., 8.2 cu. ft., and 11.2 cu. ft. sizes.

Only Frigidaire Offers all these Proved Features

- 1 All-Steel Cabinet—tough, rigid, durable.
- 2 Sealed-Tight Construction—for permanent protection from heat, air and moisture.
- 3 Thick Fibrous Glass Insulation—4 inches on sides, ends and bottom, with lapped joints.
- 4 Beautiful white Dura-Lids—made of tough polystyrene plastic, fully insulated.
- 5 One-Piece Stainless Steel Top—sturdy, graceful—protected by all-steel galvanized sub-top. Can't rust or corrode.
- 6 Copper Refrigerant Tubing for greatest efficiency—soldered 100% to storage tank.
- 7 Exclusive Frigidaire Cold Control—for full range temperature adjustments.
- 8 Even Temperature storage compartment—from top to bottom.
- 9 Bonderite-treated Cabinet Shell—finished in durable baked enamel.
- 10 Fully accessible machine compartment—compressor assembly easily pulled out.
- 11 Efficiency-Plus Condenser—more efficient, discourages rust, saves cleaning.
- 12 Exclusive Frigidaire Meter-Miser—simplest refrigerating mechanism ever built—sealed in steel and oiled for life. Backed by a special 5-Year Warranty.

FRIGIDAIRE

Reserve Capacity Ice Cream Cabinets

Equipment for Soda Fountains, Freezers, Hardening Rooms and Trucks

Beverage Coolers • Zero Self-Servers • Water Coolers • Air Conditioners
Ice Makers • Display Cases • Milk Coolers • Cooling Units • Compressors

Over 400 Frigidaire commercial refrigeration and air conditioning products—most complete line in the industry

All Purpose
means many things...

Quality

Efficiency

Economy

Production Ease

NA-PE-CO

Is an *All Purpose* Emulsifier
for Quality Ice Cream...



NA-PE-CO

NA-PE-CO Improves Body . . . Texture . . . Taste

Through improved emulsification, Na-Pe-Co provides your finished product with the smaller and more uniform air-cell-structures that mean creamy smoothness despite varying temperatures and heat shock. Ice cream made with Na-Pe-Co melts down evenly . . . retains its velvety smooth texture and creamy taste at all times.

NA-PE-CO Reduces Whipping Time

By improving emulsification . . . Na-Pe-Co reduces whipping time, yet permits more closely controlled over-run. Production and gallonage are increased . . . power and labor costs are reduced. Ice cream is of better, more uniform quality.

NA-PE-CO Produces Dry Ice Cream

By causing more complete emulsification, Na-Pe-Co produces a finished product that appears dry and is dry . . . yet retains its velvety smoothness.

Na-Pe-Co makes it possible for the mix to incorporate and retain air at lower freezing temperatures, resulting in a firmer bodied ice cream. It is this fine texture and firm body that enhances the dipping quality of bulk ice cream made with Na-Pe-Co.

NA-PE-CO Is Easy to Use . . . Blends With Any Formula

Na-Pe-Co has been scientifically blended and processed . . . is 97% solids. For best results, Na-Pe-Co should be used in quantities ranging from 0.1% to 0.25% depending on the basic mix formula (total solids) and the type of freezing equipment used.

Na-Pe-Co is easy to handle. Entirely soluble . . . simply mix equal parts of Na-Pe-Co and sugar and incorporate into the batch at 110° F. during pasteurization.

Na-Pe-Co is a highly concentrated all purpose emulsifier and whipping agent designed to be used with accepted stabilizers . . . to speed the whipping of any mix formula . . . and through improved emulsification (finer dispersion of air cells), produce a dry ice cream with a smoother body, finer texture and creamier taste.

National



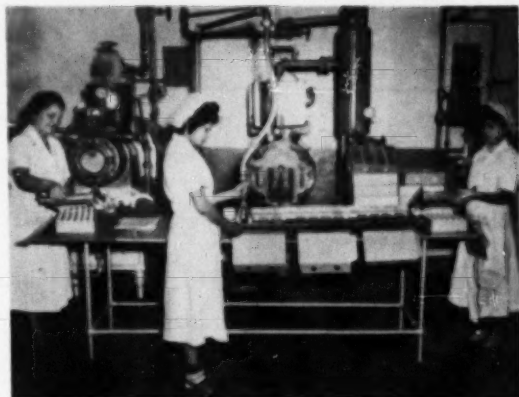
Company

2656 W. CULLERTON ST.

CHICAGO 8, ILLINOIS

COPENA Special The Quality Stabilizer-Emulsifier for High Quality Ice Cream* **FRUIT TOPPING POWDER** For Setting-up and Tenderizing Cold Pack or Processed Fruits and Juices* **SURE-BET** For Over 25 Years . . . The Quality Stabilizer for Quality Sherbet and Ice*

THREE GIRLS PRODUCE 400 DOZEN ICE CREAM SANDWICHES PER HOUR



**Tested LeRoy process cuts
labor cost to under 1c per
dozen . . . costs only \$125.50
for all equipment**

Brooklyn, N. Y.—LeRoy Foods have announced immediate availability of their patented process of filling 10c Ice Cream Sandwiches at a total labor cost of 1c per dozen or less. By actual test, 3 girls working with \$125.50 worth of equipment pack 3200 dozen 3½-ounce sandwiches in an 8-hour day.

• CUT OVERHEAD

Imagine filling ice cream sandwiches at a total labor cost less than 1c per dozen!

• INCREASE SALES

3½-ounce sandwiches made by the LeRoy process look bigger than ordinary 4-ounce sandwiches because there's no compression, no shrinkage in size.

• ELIMINATE HANDLING

No pre-hardening and you never touch a wafer, never touch one of the individual cartons.

• NO MACHINERY

Work right from your continuous freezer. \$125.50 worth of stainless steel equipment, and you're set to turn out 3200 dozen sandwiches a day.

• 100% SANITARY

No human hand touches any part of the sandwich until it reaches the consumer.

• ELIMINATE WASTE

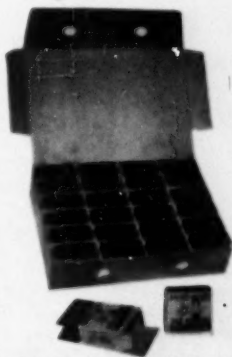
No breakage of crackers, no waste of material, no wasteful handling. It's a perfect straight-line production!

NO HANDLING, NO BREAKAGE, NO WASTE

The wafers are supplied ready-packed in the individual carton, 24 cartons to the box, so that there's no breakage of crackers or waste of material. As shown in the illustration, one girl opens the carton and fits the plate over it, the second girl fills, the third girl removes the plate, covers the sandwiches with a parchment sheet, and closes the box.

Working in just 45 square feet of space, direct from your continuous freezer, without special machinery, you can turn out 16,000 dozen sandwiches in every 5-day week. And you can double that production to 32,000 dozen a week with \$115.00 more equipment and just two more girls.

PATENTS PENDING



This is exactly the way you receive boxes with wafers.

LeRoy

FOODS INC.

290 SOUTH 5TH STREET BROOKLYN 11, N. Y.
NEWARK . . . ST. LOUIS . . . CHATTANOOGA . . . MONTREAL

MAIL THIS COUPON FOR QUICK ACTION

LE ROY FOODS, INC.
290 SO. 5TH STREET
BROOKLYN 11, N. Y.

Rush me full information about your patented process for filling ice cream sandwiches.

Company _____

Address _____

City _____

Attention: Mr. _____

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ICE CREAM FIELD

VOL. 55

February

NO. 2



Staff: HOWARD B. GRANT, Editor and Publisher; SIDNEY M. MARAN, Assoc. Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

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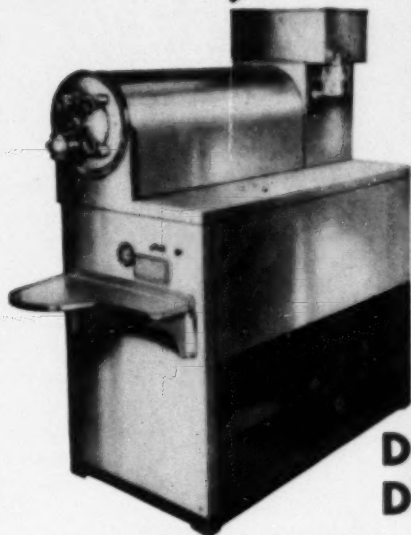
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DO YOU SUFFER *from Profit Shrinkage?*



then it's time to
buy a

SANI SERV *the Continuous* **DIRECT DRAW DAIRY FREEZER**



SANI-SERV A SURE-FIRE HIT
SANI-SERV produces eye appealing frozen delicacies direct from the machine and features continuous low cost operation. You can't beat it for efficiency, economy and increased profits.



SANI-SERV IS STREAMLINED
SANI-SERV's smooth, graceful lines pack plenty of eye and customer appeal. Constructed of lifetime stainless steel, its sanitary features comply with health codes from coast to coast.



SANI-SERV FOR GREATER PROFITS

SANI-SERV, the Continuous Direct Draw Dairy Freezer, delivers up to 800 servings per hour and there is always a reserve of product in the machine. Here is a real profit maker with 15 years of freezer manufacturing experience to back it up.



Now is the time to do away with profit shrinkage! And the SANI-SERV is the answer . . . the profitable answer. No royalties that run into thousands of dollars per year, no profit sharing propositions, no franchise.

SANI-SERV is a proved and tested continuous direct draw freezer that manufactures and dispenses "soft" Ice Cream, Frozen Custard, Frosted Malts and many other frozen delicacies—at a low cost. Streamlined in appearance, efficient in operation, the SANI-SERV ensures completely satisfied customers and repeat business—and best of all, the profits are exclusively YOURS.

Why not investigate our claims now? Let us send you complete illustrated details including the table of profits. Find out how quickly the SANI-SERV will pay for itself. We offer convenient credit terms.

Remember, the SANI-SERV does away with royalties, profit sharing, special franchises. YOU get ALL the profit.

GENERAL EQUIPMENT SALES, *Incorporated*

824 a SOUTH WEST STREET

INDIANAPOLIS, INDIANA

I am interested in the SANI-SERV Freezer. Please send me at once your Free Illustrated folder, complete with profit chart and prices.

Name _____

Address _____

City _____

Zone _____ State _____

for Top Performance and Design



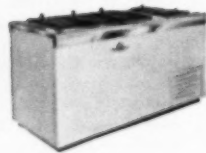
Model OGF—Full Vision Ice Cream-Frozen Food Display Cabinet
Open-top—Flush Sides—Full View Thermopane Front
Uniform temperature throughout—Heavy Duty Hermetically Sealed
Condensing Unit
Length 54 1/4", Height 62 1/4", Width 30 1/4"

SELLS MORE • SHOWS MORE • SERVES FASTER

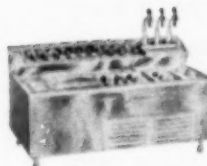
*Other Models
in the new ACE '50 Line*



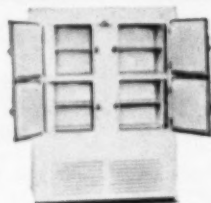
50-15—Ice Cream-Frozen Food
Sliding Glass Display Cabinet.



C-8-D — Ice Cream Storage
Cabinet.



BT-6—Bobtail Soda Fountain.



SU-28—Upright Low Temperature
Storage Cabinet.

There's an ACE model to fit your needs . . . to
build your business. Write for complete catalog.

Pioneers and leaders in the production and design of Ice Cream Dispensing
and Frozen Food Display Cabinets, Low Temperature Storage Cabinets,
Creamer Soda Fountains, Bobtails, Sandwich Units, Home and Farm Freezers.



EXECUTIVE SALES OFFICES: 110 East 42nd Street, New York 17, N. Y.

**your BEST BUY is the
ACE '50 Line**

They **ATTRACT SALES . . . MAKE SALES . . .**
EXPAND SALES. Look at Ace's new stream-
lined profit-builders. They're built to satisfy
the buying desire they create!

Take the ACE 1950 OGF illustrated at the left.
There's an irresistible buy-compelling beauty built
into this Full Vision Low Temperature Ice Cream-
Frozen Food Display Cabinet. It sells more because
it shows more . . . full-view open top design—no
concealed space . . . four sheet 4 ply full view
Thermopane front. It's worth more because it offers
more . . . uniform low temperature top to bottom
. . . fully-sealed against moisture and vapor in-
filtration . . . superstructure and cabinet integral
unit all welded steel construction . . . double baked
white enamel with chrome trim.

There's a booming future in refrigerated self-
service merchandising. Invest in it by selecting ACE
Low Temperature Cabinets to do the 1950 selling
job for you. It will pay you to get the facts. Write
for complete illustrated catalog on the ACE
'50 line today.

SELLING

SEMI-ON

Ice Cream's Machine Age

topic of the month

TO recognize the opportunity that awaits ice cream manufacturers who fully investigate automatic vending machines, it is only necessary to consider the variety of locations where the installation of ice cream dispensing equipment would result in additional sales that otherwise would be lost. Convenience of purchase would make ice cream-conscious people of workers in offices and factories; patrons of motion picture theatres, bowling alleys,

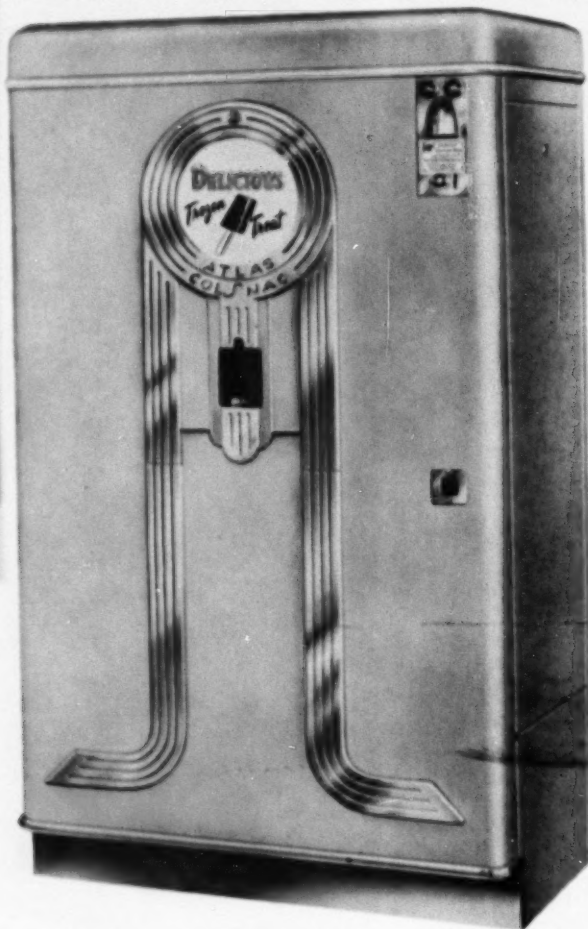
race tracks and other sports stadia, amusement centers, and of transportation terminals, to cite but a few. That this chance to increase the consumption of ice cream has thus far been neglected is apparent in the consistent loss in gallonage the industry has suffered in an age where resourcefulness in developing convenient outlets for commodities has resulted in more business for competitive industries.

What is especially interesting, from the standpoint of the ice cream manufacturer contemplating the purchase of vending machines, is the fact that profits in the aforesaid competitive industries were computed after the "middle man's" cut had been subtracted. The ice cream manufacturer need not be concerned with any but his own profit since he controls both the merchandise and the vending equipment.

The Problem Is Solved

It is conceded that the extremely perishable nature of the ice cream manufacturer's product had prevented it from being made as readily available for purchase as candy or soft drinks. Ice cream must be constantly maintained at low temperatures from the time it is manufactured until placed in the consumer's hands, and early automatic vending machines were considerably handicapped by this necessity. But modern refrigeration has solved this problem as well as another more difficult one.

This latter stumbling block was the delivery of the product from a zero temperature within the machine to an outside temperature of 70 to 100 degrees without loss of refrigeration and without the entry of the warm, moisture laden air. When this warm air comes in contact with the cold metal surfaces of the mechanism, condensation is formed which instantly freezes, causing the mechanism to



ATLAS TOOL and Manufacturing Company has developed the ColSnac Vendor shown in the adjacent photograph. Its dimensions are 36 1/2" wide, 22 1/2" deep, and 61 1/2" tall. It weighs 465 pounds. Among the features of this unit, according to the manufacturer, are: Fully automatic, equipped with slug rejector apparatus, 100-bar vending capacity and 100-bar storage capacity, stainless steel construction, "no-stoop" instant delivery, and an extra large refrigerating unit. Atlas spent 6 1/2 years in developing this machine.

FRED HEBEL Corporation's vending machine, shown in the adjacent photograph, dispenses frozen stick confections in any combination of five flavors and products. It has a capacity of 180 ten-cent items. The overall dimensions are 30" by 50" high and the weight is 295 pounds. Features of the FHC multiple-choice ice cream vendor are its advanced design, mechanical construction, and "fool-proof" performance, says the manufacturer. These vendors have been on test for two years under actual field conditions, and have proven satisfactory in every respect, according to the manufacturer.

stick and become inoperative. A related problem has been that of the products freezing together when stored in the machine, due to condensation accumulated when the products were exposed to the warm air during the process of filling the machine. These difficulties no longer exist, thanks to the skill and perseverance of the manufacturers of vending machines who have devoted much time and effort to the perfection of the automatic equipment.

With technical problems all but eliminated, the key to a successful vending operation lies in the placing of automatic equipment in appropriate locations and in the establishment of a sound system to allow for efficient routine servicing of the machines.

Factory Is A Good Spot

Perhaps the most advantageous spot for the installation of automatic ice cream vending machines is the factory where hundreds of workers are employed. Ice cream's value as a fatigue-reducer and therefore as an efficiency-inducer is recognized. But why should an employer allow workers time to leave the building in order to visit a nearby store (if there is one) where ice cream can be bought? And would the worker want to leave the building, even if it were possible, when other refreshment is right at hand? This situation is obviated by the employer's arranging for the installation of soft drink and candy vending equipment. The thought of ice cream never enters his mind, because no ice cream salesman has ever called on him. A great volume of potential gallonage is thereby lost, and without reason.

What a difference it would make to the ice cream industry at large if only half the nickels and dimes poured into factory-located candy and soda vending machines were diverted in its direction! And there's no reason why *at least* that much income can't be gained—as a conference with your local factory owners will probably indicate.

In some cases, a little ingenuity will do the trick. There's the experience of a very successful vending machine operator who went directly to the representative of the plant workers' labor union and offered a percentage on the sale of all ice cream moved through the vending machine. Exerting its mild (?) influence, the union saw to it that machines were installed on each floor of the plant with excellent results for all concerned!



Experience has shown that it usually does not pay to install a machine if there are less than 100 employees in the factory or office building under consideration. Extenuating circumstances, of course, may alter this rule. In an actual case, one machine was installed in a factory having sixty-five employees and the sales ran between seven and eight dollars per day.

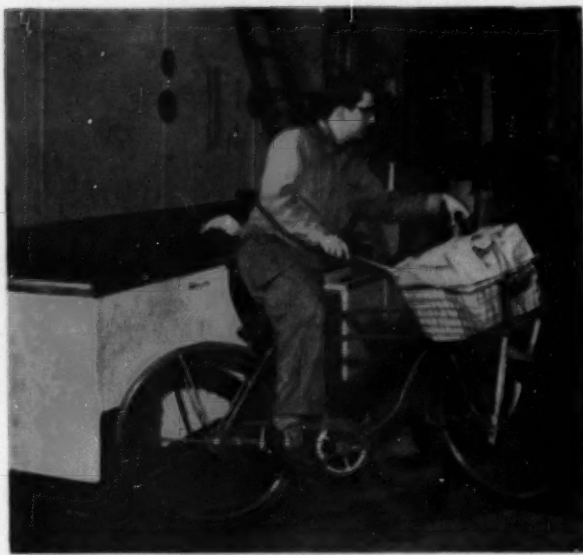
Go To The Movies!

Another ideal spot for ice cream vending machines is the lobby of your local motion picture theatre. All experimentations with the sale of ice cream in movie houses to date have indicated that people will buy the dairy product even to the exclusion of other available refreshment.

In bowling alleys, participation in this sport invariably results in a desire for some form of refreshment. Availability of ice cream gives this product a chance to compete with soft drinks for the consumer's coin. The same is true of ball parks and recreation centers, most of which today have some sort of vending equipment for the sale of candy, crackers, soft drinks, and other items.

When you think of refreshment vending equipment, it would pay you to consider the airplane, train, and/or bus stations in your area. Have you ever watched people waiting to catch a train or bidding

(Continued on page 27)



MERCHANDISE VENDING Service maintains two deepfreeze storage cabinets at large arsenal stop, and uses bicycle with wire basket to speed man on his rounds.

Ice Cream Vending: A New Way To Sell

BY H. F. REVES

ICE CREAM vending as a successful method of merchandising is so new that even established operators feel that they have scarcely outgrown the apprentice stage. Typical is the Merchandise Vending Service, owned by Reynolds St. Onge and Albert A. Weidman, both of whom have been active in the cigarette and candy vending fields for over two decades. Last February they moved into ice cream, establishing what has become one of the largest operations of its type in the Detroit metropolitan area with twenty-three machines now on location.

Nine months of operating have shown where the experience in other vending lines can be drawn upon, and brought up many new problems which required a fresh approach, according to Mr. St. Onge, active manager of the company, who regards this as a pilot operation. Plans call for expansion to approximately 150 machines next summer.

Merchandise Vending uses a 150-capacity bar type made by Arctic Vendor Sales, operating at a dime. These units, weighing about 600 pounds, are delivered to the location by a trucking company vehicle equipped with a power lift. The trucking company delivers the unit to the dock in the case of an industrial location, and rolls it into position in the case of commercial and smaller locations. On a contract basis, units are delivered anywhere within the city at \$6 each.

The serviceman then goes to the location and runs the

machine without load for two to three hours, until the proper temperature is reached. These machines are controlled to deliver the product at five degrees below zero. The serviceman then loads the machine, tests the mechanism by inserting each of the different coin combinations accepted by the machine, including the change-maker operating for a quarter, and the unit is "in service."

Handling the merchandise is the focal point of service, but contrary to an outsider's casual impression, summer does not present added difficulties in handling, so long as standards of service are kept high. (However, the great increase in summer volume requires an organization geared to handle the business without deterioration or delay of service.)

Ice cream bars on a stick—each enclosed in a small carton, two dozen cartons to a paper bag, six bags to a carton—are delivered daily during the busy season direct to the shop. There the ice cream is stored in an eight-hole Kelvinator deepfreeze unit with a capacity of 70 dozen bars. The freezer is mounted on a roller type conveyor so that it can be moved around easily.

At present, stock is taken out manually by the serviceman and placed in the truck before he goes out on his route. Expansion plans call for installation of a conveyor from the deepfreeze to the loading point, thus reducing costs of loading. The quota is normally one carton of 144 bars for each machine to be serviced. With well-scheduled servicing, a 150-unit machine never will be quite sold out.

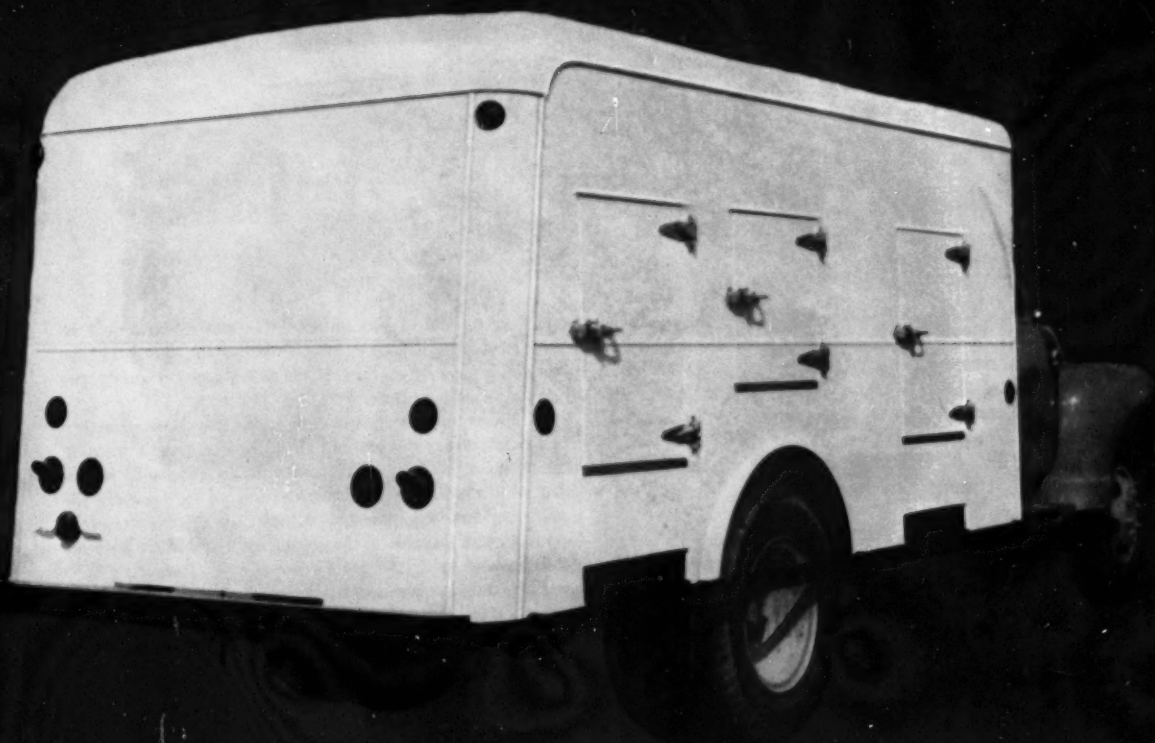
The operation's first truck unit was a Kelvinator deep-

(Continued on page 30)

This article is reprinted from the November 1949 issue of Vend Magazine, Chicago. The article and accompanying illustrations appear here through that publication's courtesy.

Hackney

Scientifically Engineered and Tested



In addition to being carefully engineered in every detail, Hackney Refrigerator Bodies are individually tested. With the body set up under simulated operating conditions, makers of entire businesses depend on performance. It goes without saying that Hackney engineering produces the best. Hackney is the name that stands for quality.





Vending machines offer a "courteous and economical" method of dispensing ice cream and an opportunity to score important increases in gallonage. Here's the story of a few instances in which these theories were put into practice — and verified!

"At The Drop Of A Coin"

ON the theory that the dispensing of ice cream through automatic coin-operated equipment is a "courteous and economical method" of selling a quality product, and that such a method of selling will create additional business for ice cream manufacturers, the Atlas Tool & Manufacturing Company of St. Louis has developed a new ice cream bar-on-a-stick vending machine known as the ColSnac Vendor.

Verification

Reports from several sources have tended to verify the company's assertion that automatic vending equipment can be the foundation of a campaign for increased gallonage.

Green's Dairy, Inc. of York, Pennsylvania has recently been operating several ColSnac units and that organization disclosed that these machines are currently selling an average of 150 bars per day per unit. It is estimated that, at the rate of only three cents per bar net, on a five-day week basis the net profit should be almost twice the original cost of this equipment. From a standpoint of volume, it is believed that 100 units in that area on this same basis would create a volume of almost a half-million bars per year.

\$50 Monthly Profit

Another location at which one of these vending machines has been installed is the Bodine Pattern and Foundry Company of St. Louis (see photograph at top of this page). In

operation for almost six months, this unit accounts for an average daily sale of eighty-two bars. At this rate, the equipment is earning around fifty dollars net profit per month for the operator.

A hint as to the sales techniques that may be practiced to persuade factory owners and their workers that a vending machine can be a source of profit to all concerned is evidenced in the fact that on the first day of each month, the operator whose equipment is installed in the Bodine plant mails a check payable to the employees' fund in the amount of ten per cent of the gross receipts.

The ColSnac Vendor is entirely automatic and is actuated by the drop of a coin. It accommodates 100 bars in vending mechanism and 100 bars in refrigerated storage ready for vending.

"Contamination-Proof"

All working parts and liners are "contamination-proof" stainless steel, according to the manufacturer. The cabinet is of heavy gauge steel on a steel superstructure. Four-inch thick insulation on all sides keeps cold in and heat out. Copper tubing completely surrounds freezing and storage compartments.

As a service to ice cream manufacturers interested in setting up automatic vending operations, Atlas sends experienced field representatives to aid in the procurement of locations with the greatest sales potential and to train men to service the vendors.

USERS SAY ..

Less Pressure
and
Horsepower

Uniform
Thorough
Homogenization

Low
Maintenance
Cost

Minimum
Clean-Up
Time

Is First with ALL FOUR

for MILK or MIX

Check results on milk or mix . . . compare pressure and power requirements . . . put the stop-watch on clean-up operations . . . examine maintenance cost records . . . and you'll see why a CP Multi-Flo Homogenizer is your best buy.

Only the CP Multi-Flo Homogenizer gives you Single Service Valve efficiency that assures uniform daily results . . . the practical head construction that cuts disassembly time 50% . . . the Multi-Flo feature that provides more thorough homogenization with less pressure and horsepower. Write for Bulletin N-12.



**EXCLUSIVE CP
SINGLE SERVICE VALVE**

Only the CP Multi-Flo Homogenizer gives you Single Service Valve. This unique valve is constructed from one continuous stainless steel wire, formed to provide a myriad of passages which are easily adjustable to give the desired operating pressure.



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Ask for
Your Copy

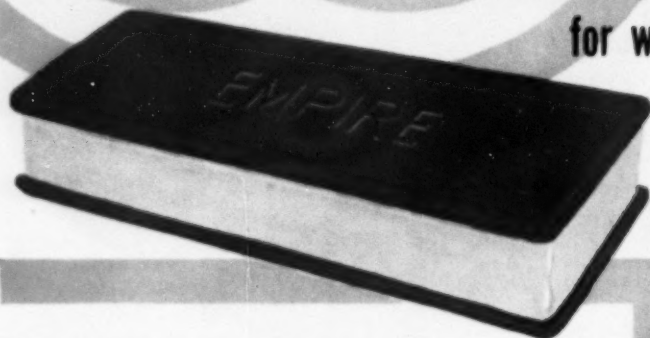


This
Spring

set your sights on a **TWIN TARGET** for
INCREASED GALLONAGE!



EMPIRE WAFERS pave the way...
for wherever they go...
ice cream sales grow!

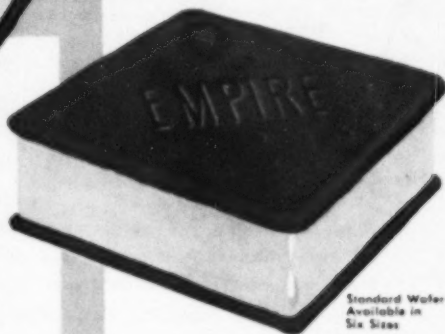


New Giant Wafer
2 x 5 1/2 — Looks Bigger,
Sells Better!

Ice Cream Sandwich season over? Not by a long shot! There's sales and profits in serving the school and movie market with Ice Cream Sandwiches through the fall and winter too! Delicious Ice Cream Sandwiches made with tasty Empire Wafers are a natural for both of these huge and growing markets...because there's no sanitation problem (just a bag to dispose of). What's more, Empire Ice Cream Sandwiches stay crisp and flavorful in your dealers' cabinets.

Send for Empire Wafer Samples today... and you've valuable ammunition to bag additional gallonage through Ice Cream Sandwich sales in schools and movies everywhere!

P.S. Ask about our new NICKEL sandwich wafer!



Standard Wafer
Available in
Six Sizes



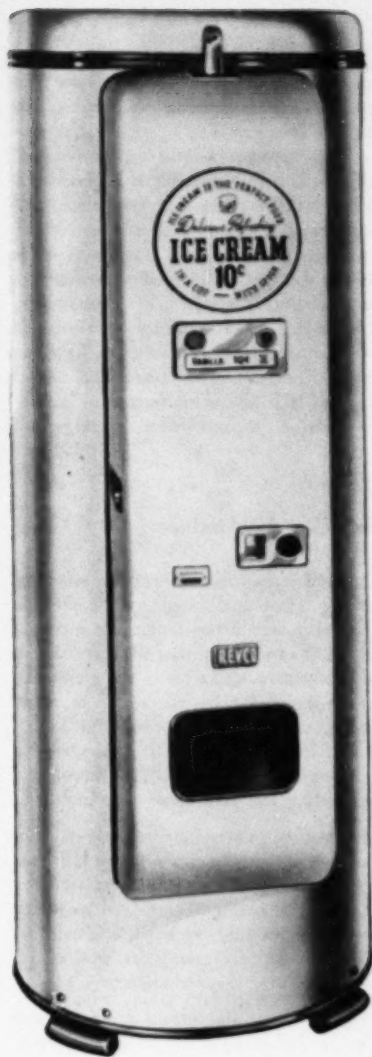
FREE! Streamers and
Point of Sale Decals!

EMPIRE BISCUITS

30 Waverly Avenue, Brooklyn 5, N. Y.

Division of Airline Foods

EMPIRE **50** TH ANNIVERSARY



REVCO, INC. is the manufacturer of the Revco MonoMat (shown above) which has been on the market for more than ten years. There are more than 5,000 of these vendors in operation today. This machine dispenses sundae cups or plain ice cream in cups ranging in size from three to five ounces.



ARCTIC VENDOR Sales Company's Model 151 is illustrated in the photo at the right. This machine has a capacity of 151 bars and additional storage space for 100 more. This unit delivers ice cream automatically upon coin insertion. Dimensions are 36" wide, 24" deep, and 60" high. This vendor can dispense ice cream sandwiches as well as bars.

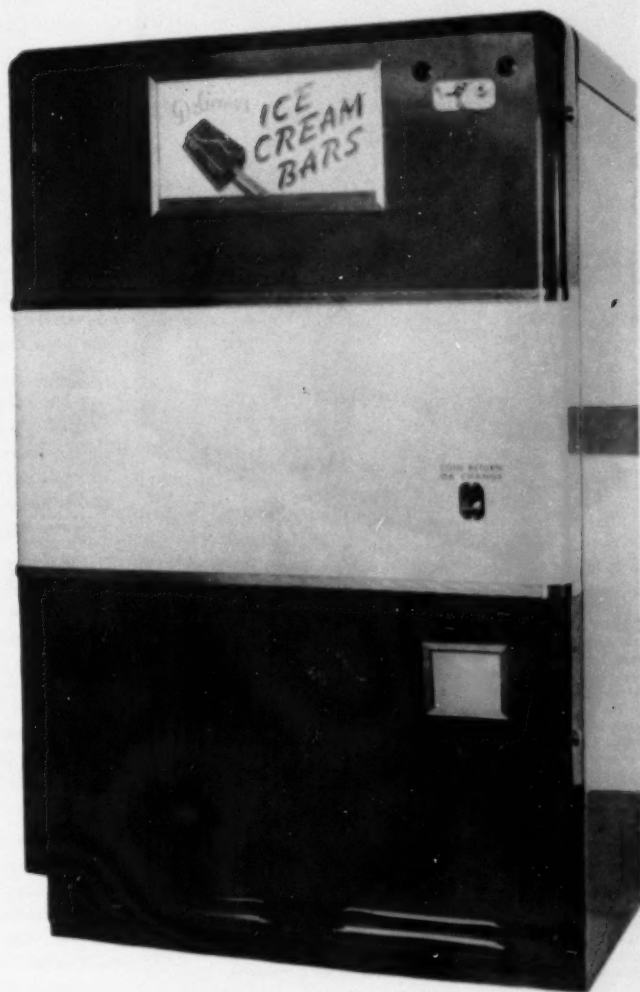
Ice Cream's Machine Age

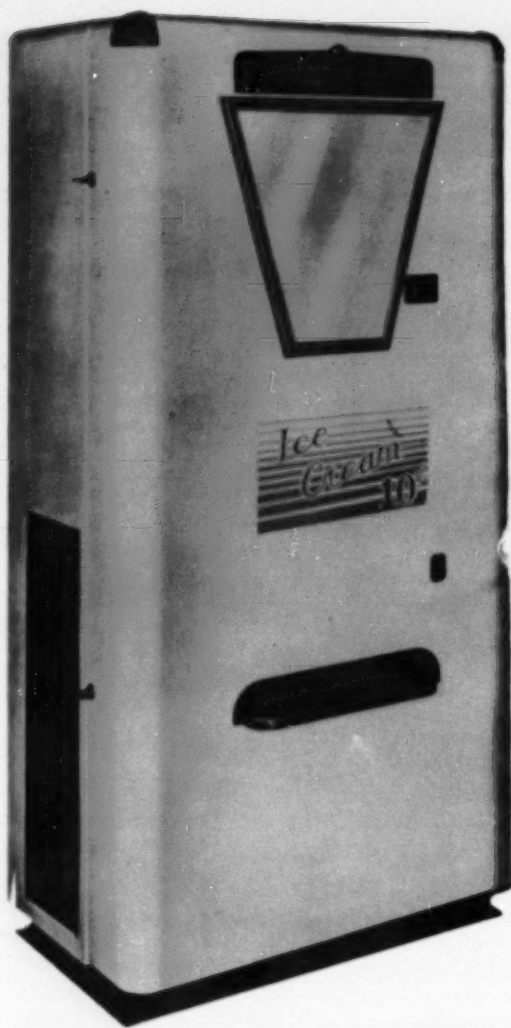
— from page 21 —

time until a bus carrying relatives arrives? They don't know what to do with themselves, and invariably they wander over to the soda or hot chocolate vending machine to ponder a purchase. Before long, intrigued by the automatic apparatus and the prospect of refreshment, they insert their loose change into the machine. . .

But No Ice Cream

. . . But they couldn't buy ice cream as easily if they wanted to. Nowhere in sight is a vending machine boasting of chocolate, vanilla and strawberry. What a fertile field exists along these lines for enterprising and alert ice cream manufacturers! It's simply a question of making the ice cream available; its reputation as a delicious and nutritious refresh-





CRAIG VENDING Machine Company developed this ice cream vending unit which dispenses chocolate-covered bars. One of the important features of this machine, according to the manufacturer, is the fact that a refrigeration plate has been provided on top of the machine. After extensive tests, the vending company has found that this plate serves to prevent condensation and the subsequent "freezing-up" that occurs when warm air rises. The Craig machine has a capacity of 252 bars, and is equipped with an automatic changemaker that enables the unit to serve a potential consumer with either a quarter, dime or nickel in his hand. A spokesman for the Craig organization urges all ice cream manufacturers to "get on the ice cream vending machine band wagon." He lists two ways in which unprecedented profits are obtained from such an operation. First, sales of ice cream through vending machines mean a new distribution outlet for the manufacturer—an outlet that is not in competition with the conventional type of retail establishment. Secondly, the decorative posters usually affixed to vending machines mean valuable advertising for the manufacturer. Since the vending units are customarily installed in "heavy traffic" areas, this free publicity assumes added importance. With all these factors in favor of the ice cream manufacturer, says the Craig spokesman, it seems logical and "good business acumen" for him to investigate the possibilities of the ice cream vending machine.

ment will do the rest. But don't take anybody's word for it; try the idea out yourself.

It might be appropriate at this point to refer to the types of ice cream products that are suitable for vending machines. Cups, bars, ice cream on-a-stick, stick confections, and sandwiches are all appropriate and the demands of the various locations will help determine the amounts of each type to be allocated. But it must be emphasized that the ice cream manufacturer's efforts to derive considerable profit from his vending operation will boomerang if he does not make certain that only high quality merchandise is sold from these machines. Too often, the consumer becomes interested in an ice cream vending machine, purchases a cup or a sandwich, tastes it, and throws the rest away. Such a person will never buy ice cream from a vending machine again, and he'll advise his friends to do likewise. The customer *must* get the quality he's expecting and is entitled to.

Servicing the Machines

The second phase of a successful vending operation entails the setting up of a practical system for the servicing of the machines. It takes only a few minutes to service a machine and from this it can be seen that the distances between locations is the determining factor in the number of machines that can be cared for by one man. In active locations it may be necessary to service a machine several times per day and in less active areas they may require service only every other day. Experience has shown that one man should service not less than twenty machines.

Various methods have been devised by vending machine operators for the delivery of the ice cream to the machines and for the storage of the excess ice cream after servicing of the route. This phase is part of the overall technique of servicing the ice cream vending machines, and most of the automatic equipment manufacturers offer detailed advice and suggestions concerning this technique.

Of course, the ice cream manufacturer is again one step ahead of his competitive industries in the matter of service. He has the benefit of many years' experience with refrigerating problems and needs no "middle man" to provide service for the machines installed at his various locations. He can give immediate attention and thereby give greater satisfaction to his dealers because of his ability to analyze any mechanical difficulties that may come up. This will be a great point in his favor when he discusses the possibility of installing an ice cream vending machine with the owner of a factory, movie theatre, or bowling alley.

With an automatic selling program in operation, the ice cream manufacturer can reap the benefits of a permanent and profitable all-year business which will add considerably to his ordinary income. The principles of quality and service, when extended to the realm of automatic vending, will make for an enterprise that can't help but comprise a significant phase of one of the nation's leading industries.

the tiny drop...



"Just
a drop
in the
bucket"
...that's
how much
stabilizer
you use, com-
pared with the
amounts of other in-
gredients in your formula.

☆ But that drop does a tremen-
dous job...can make a great differ-
ence in the sale of your ice cream. ☆ The
texture free of ice, the smoothness of
blended ingredients, the bursting forth of de-
licious flavor...all these may depend on the
performance of this "drop" of stabilizer. ☆ And the
stabilizer that delivers exceptional performance in
the ice cream mix is the new and vastly superior
English gelatine, SPA. And SPA costs substantially less
than ordinary gelatines. ☆ SPA has been perfected by a
new, unique process to do one specific job...to stabilize
ice cream. Every property, every function of SPA has
been developed and is ideally suited to the needs,
the problems and the processes of ice cream
manufacture. ☆ SPA is a product of B. Young &
Company, famous for fine gelatines since
1818. Let us send you a sample, or
additional information about
SPA. Write today to:

*that
holds a
million
sales*



B. Young & Company of America, Ltd.
20 Exchange Place, New York 5, N. Y.

SPA



New Way to Sell

from page 22

freeze of the same type as that in the shop, mounted at first in an International and subsequently in a GMC truck. This proved unsatisfactory during hot weather because the ice cream was not kept cold enough, altho it was adequate for use in all except the summer season. Incidentally, the large volume potential in ice cream vending appears to justify investment in standby equipment, as in the case of trucks.

A White truck, originally constructed for frozen food delivery was then purchased and proved ideal for summer. This one-ton truck is equipped with a 2 h.p. compressor plugged into a 220-volt line, and run all night. It automatically cuts off when 30 below is reached. While 10 below will keep ice cream satisfactorily, the lower starting point gives a margin of safety which allows the truck to be out all day without loss of product.

The body of the truck is a refrigerated compartment with four inches of insulation all around, and three cold plates, one at each side and one at the top, thru which the refrigerant is pumped. Capacity is 600 dozen bars—adequate for a route of 40 machines.

For fall and winter use, with volume down, both the compressor truck and the deepfreeze, which is similarly plugged in when the truck is in the shop overnight, prove too expensive, and are taken out of service.

A special insulated box was built on a Dodge truck, using corrugated paper insulation $1\frac{1}{2}$ inches thick. The box, 4 by 3 by $2\frac{1}{2}$ feet deep, has a capacity of 80 dozen bars. This is used during fall and winter, with 30 to 40

pounds of dry ice, which does a satisfactory job of keeping the cream at considerable reduction in operating cost.

The refrigerated truck, used for the summer season, has been designed with counter-type sides in the cab, so that it can be taken out for special sports events, church bazaars, and shows, and operated as a concession for direct sale of ice cream. This is regularly done during the summer on Sundays when the truck is not normally in use on the route, and provides an extra important source of revenue from the same basic investment.

Machines often require service two or three times a day in July and August, with this frequency slackening off to a minimum of twice a week the year around. One serviceman handles this operation of 23 machines during most of the year, but during the warm months an extra man is assigned to handle the 12-machine installation at the Detroit Tank Arsenal, described later. Machines are routed clear across the metropolitan area including largely industrial stops, a couple of laundries, a bowling alley, and a few other types.

The Serviceman's Call

On each call, the serviceman fills the machine, takes out the money and places it in a canvas bag together with a ticket. One copy of the ticket goes to the location. He gives the machine a general inspection, cleans the exterior with glass wax, and is normally on his way.

No money is counted on location, and the money is never exposed to either the location manager or machine customers. This, Mr. St. Onge says, reduces the invitation to pilferage.

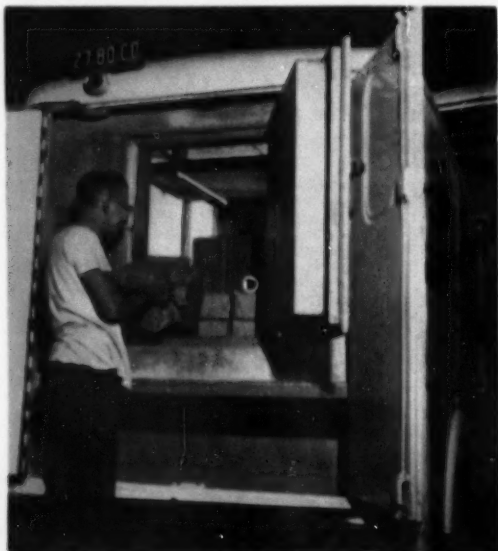
Handling of the money provides some interesting economies, thru the use of a combination sorter and counter, made by the Sattley Company. Taking coins from 1 to 50 cents, it provides a quick total of the amount of each denomination found in each sack. Using a double set of registers, it also holds the amount of each type of coin in the counter compartments, accumulating them for the bank deposit.

The money is accumulated until the amount specified for a sack by the bank—\$25 for pennies, \$500 for most other coins—is reached. Then the sack is removed and sealed. Sacks are placed in a metal cartridge box, which looks like a tool box and is a safeguard against hold-ups as well as proving more durable than canvas.

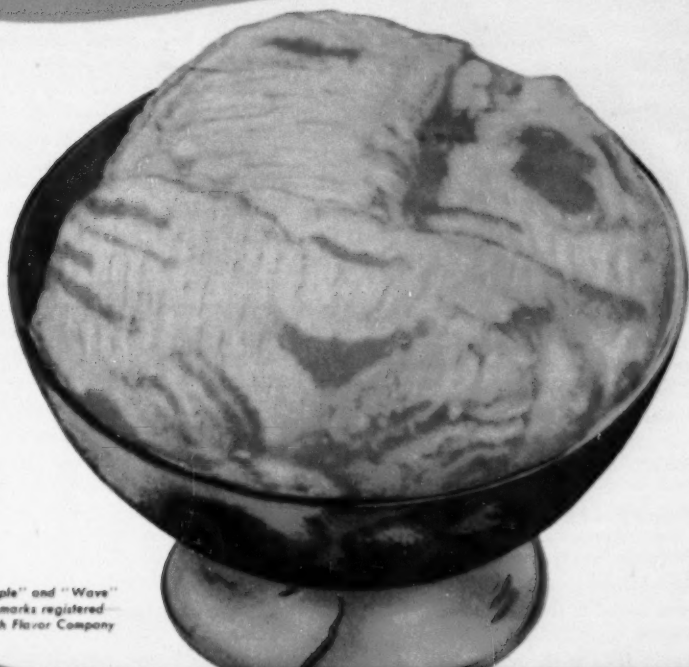
Eliminating the bank charge of 25 to 35 cents per sack for counting means a marked saving over the cost of buying wrappers, having them imprinted and then counting and wrapping the coins.

The Sattley machine register for each collection sack is noted on the back of the accompanying ticket, and the total compared to the amount due from that location. This is always readily determined by recording the number of bars placed in the machine to fill it to the capacity of 150—the original charge to the location is, of course, always 150. Discrepancies in cash are noted for each location and the total cash received and receipts due from each location are

REFRIGERATED TRUCK serves on route during day, and is driven to garage at night where it continues to serve for bar storage.



ice cream sales **TRIPLE** when blended with **RIPPLE**



"Ripple" and "Wave"
trademarks registered—
Balch Flavor Company

The easier-to-make way with Ready-To-Use **RIPPLE SAUCES**

If you're not now making Ripple Ice Creams, take a lead from hundreds of manufacturers everywhere who report their sales steadily increasing due to the added selling and flavor appeal Ripples give. With Balch's simple-to-use Ripple Sauces, you just cool and pump into your vanilla ice cream as it leaves the freezer. And . . . you get the added benefits of their triple-purpose usage—(1) as Ripples, (2) for making Sundae Cups and Tarts, and (3) for flavoring ice cream. Yes . . . ice cream sales triple when blended with Ripple!

SPRING Special

BUTTERSCOTCH RIPPLE

Traditional best-selling flavor for Spring months . . . Butterscotch . . . Rippled into your own delicious vanilla ice cream will prove an extra boost to sales. And . . . our **FREE** advertising aids will help you sell.

SEVEN FLAVORS in Ready-To-Use Ripple Sauces

Fudge Ripple, as a basic standard flavor to sell month-in-and-month-out; and then your choice of monthly features from: Butterscotch, Strawberry, Cherry, Black-Raspberry, Orange-Pineapple, and Chocolate-Marshmallow. Send for **FREE** Advertising Ripple Streamers.

In CANADA: R. J. Campbell Co., 207 Queens Quay, Toronto
On WEST COAST: Warehouse, at 1655 Industrial, Los Angeles

BALCH FLAVOR COMPANY

Adams at Fulton, Pittsburgh 12, Pa.

Send the following Ready-To-Use Ripple Sauces:

	per lb.		per case
50-lb. pails FUDGE Ripple Sauce	@ 15c	Cases No. 10 tins	@ 9.50
50-lb. pails Butterscotch Ripple	@ 20c	Cases No. 10 tins	@ 11.25
50-lb. pails Strawberry Ripple	@ 25c	Cases No. 10 tins	@ 14.50
50-lb. pails Black-Raspberry	@ 27c	Cases No. 10 tins	@ 15.50
50-lb. pails Cherry Ripple Sauce	@ 20c	Cases No. 10 tins	@ 11.25
50-lb. pails Orange Pineapple	@ 22c	Cases No. 10 tins	@ 12.75
10-gal. Drums Marshmallow Ripple	@ 25c	1-gal. Sealrights	@ 1.25 ea.

Prices are FOB Pittsburgh, Pa. or Los Angeles, Cal. (Print name & address in margin)

I want information on Ripple Equipment as follows:



COIN HANDLING is expedited by sacking each stop's gross and then putting it through machine (see photo) where it is sorted and counted.

compared by accumulating the tickets for a month for each machine. A check for each location's commission is made out at the end of the month from these tickets.

Two eight-hole deepfreeze cabinets have been placed in the Arsenal to stock ice cream which is delivered daily direct to this point by the wholesaler. A bicycle equipped with a wire basket has been added to the plant equipment to speed servicing of machines.

An extra man is stationed daily at the plant and kept constantly busy during the regular shift. In the fall and winter the regular serviceman puts in about four hours servicing this plant and the balance of the day on the rest of the route.

One day last summer, when a Veterans' Field Day was held at the plant, including an open house for the families of employees, the visiting youngsters zoomed the day's sales to over 5,000 bars. All were dispensed by machines. It was necessary to send three men out to service the machines and the task of keeping them filled proved impossible, so that eight were taken out of service and four kept operating, with line-ups of 30 or 40 people waiting their turn most of the time. The ice cream wholesaler had to make extra delivery to provide stock.

More typical of the requirements for maximum service is the record of a machine at the Timken-Detroit Axle plant, which sold 4,300 bars in three weeks and required servicing three times a day in the summer. About 2,000 employees had access to this unit.

Periodic defrosting is required according to volume of sales—the maximum is weekly if the machine is being restocked two or three times a day. As a rule of thumb,

defrosting is required for every 2,000 to 3,000 bars sold. This could mean as infrequently as once every three months in the winter season.

Defrosting is accomplished in about 30 minutes by having the serviceman stay right on the job and scrape off the "snow" on the unit. Mr. St. Onge devised a home-made "scraper," a piece of metal six inches wide, with a two-foot attached handle. The interior is wiped off with a rag after defrosting.

The serviceman carries a minimum of tools with him on the job, but they have proved adequate for all normal operations—screwdriver, pliers and a jackknife, together with wiping rags and glass wax cover the list. In addition, he carries half a dozen bulbs and fuses for replacement.

Sanitary maintenance problems, encountered with milk vendors, are absent in ice cream, since it is a frozen product.

The general shop is well equipped with power tools, including a drill press, metal lathe, sanding machine and air spray guns. Complete welding, spraying and bumping equipment is available. Comparatively little work of this type has been required to date. The shop itself was originally built to service sizable cigarette and candy operations, and the equipment is essentially the same. Mr. St. Onge, who is mechanically minded, handles this department himself, and it has not been necessary to hire a regular mechanic.

Replacement stock of parts carried regularly includes four coin changers, three conveyors, four motors and six microswitches. Motors and microswitches, the parts most likely to give difficulty on location, are easily replaced by the serviceman.

A principal possible source of damage is a collision of a hand or power truck in the plant with a machine, damaging the door. With all working parts mounted on the inside of the door, this can be quickly replaced and the machine put back into service. While it has never been necessary, the shop is prepared with portable bumping and spray equipment to go out into the plant and repair damage to the body of the machine without moving it off location. It has never been found necessary to remove a machine for service.

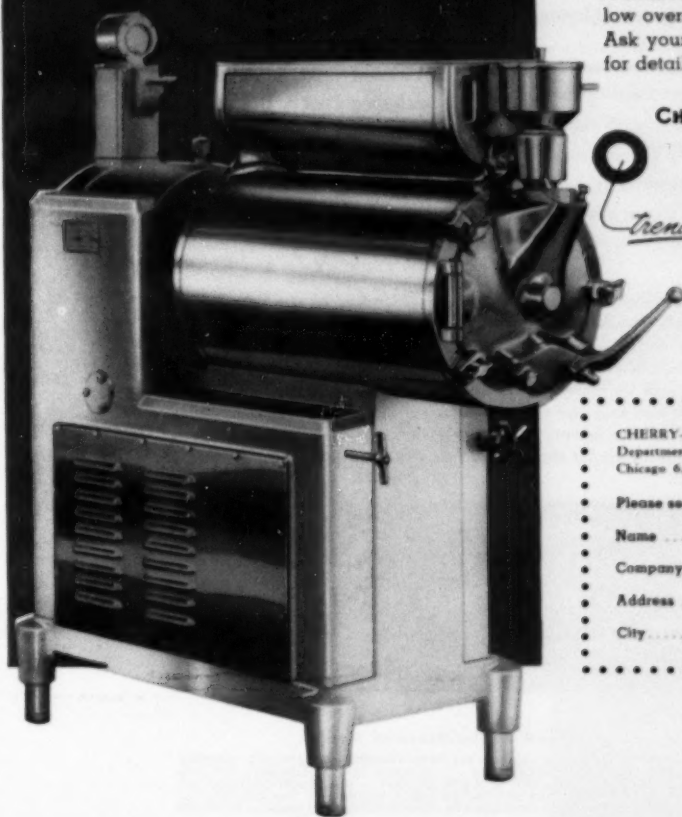
Switching Flavors

Type of ice cream handled is changed during the fall and winter. At this time, with volume dropping, a real merchandising program has been found desirable, and the ice cream manufacturer is able to be more co-operative in providing special flavors or combinations. On September 15 Merchandise Vending switched from chocolate coated to butterscotch-coated vanilla, and business went up 20 per cent. The novelty had fresh appeal. Customers even told the serviceman that the ice cream had improved, altho, the same basic cream was still being used.

A program of changing every six weeks is being adopted, with planned changes including banana-flavored cream without coating and coconut coating on vanilla. During the summer peak the standard chocolate-coated vanilla is used—this, incidentally, constitutes 75 per cent of all ice cream sold thru all outlets.

save
Batch freezing
time with

Duo-Dash



The faster freezing of the Cherry-Burrell Duo-Dash is particularly important in these days of rising operating costs. For the higher production of quality ice cream means a saving in man-hours . . . an increase in profits.

Although the Duo-Dash is rated at 40 quarts, its drum capacity is actually 57.2 quarts with the dasher in place. This extra capacity allows space for adding fruit just before drawing. The dasher quickly and uniformly distributes the fruit. The fruit is in the freezer a very short time, assuring minimum damage. Another exclusive Duo-Dash feature is the patented whipping control which permits the inner beaters to be thrown in or out of operation when a minimum of whipping is desired during drawing or when freezing low overrun ice cream.

Ask your Cherry-Burrell representative for details, or mail the coupon.

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A STATEMENT TO ICE CREAM MANUFACTURERS REGARDING

The NEW National Drug Store Survey

The following 8-page summary of the 1949 National Drug Store Survey is currently appearing in two nationally circulated drug trade magazines, Drug Topics and the National Association of Retail Druggists Journal. This means that all retail druggists in the United States will have this digest of new and authoritative facts available for use as a yardstick to increase profits and cut losses.

The Survey turned up a mass of important and interesting facts on drug store operations—enough comparative charts, cost analyses, and various related data to fill a large book. The summary herewith presents significant highlights that should prove of considerable value to ice cream manufacturers as well as to retail druggists.

The complete, detailed results of the 1949 Survey have been compared with the original National Drug Store Survey, the so-called "St. Louis" study, and with recent studies by recognized authorities. The very high degree of correlation attests to the accuracy and thoroughness of the 1949 Survey.

During the past 5 years the Paraffined Carton Research Council has sponsored several surveys and researches through authoritative organizations, including Dun & Bradstreet, University of Minnesota, University of Wisconsin, and The Ohio State University. The Council is especially proud to present the new National Drug Store Study, conducted by the Philadelphia marketing firm of Alderson & Sessions.

Several outstanding ice cream manufacturers and leaders in the retail drug field have thoroughly studied the following Summary of findings from the 1949 National Drug Store Survey. They have expressed the belief that the widespread use of this Summary by ice cream manufacturers' salesmen and by retail druggists will increase ice cream sales, both bulk and packaged, through drug stores and increase net profits to retail druggists. A reasonable number of reprints of the insert, just as it appears here, are available free to ice cream manufacturers for distribution to salesmen.



Members of Paraffined Carton Research Council

BLOOMER BROS. COMPANY, NEWARK, NEW YORK • BURD & FLETCHER COMPANY, KANSAS CITY, MISSOURI
THE BUTLER PAPER PRODUCTS COMPANY, TOLEDO, OHIO • CHICAGO CARTON COMPANY, CHICAGO
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TAYLOR-GLOBE CORPORATION, CINCINNATI, OHIO • SUTHERLAND PAPER COMPANY, KALAMAZOO, MICHIGAN

NEW National Drug Store Survey Completed

REVEALS HOW INDEPENDENT DRUG STORES CAN INCREASE PROFITS AND CUT LOSSES

THE first authoritative and comprehensive analysis of drug store costs and profits in 18 years has now been completed. Not since the St. Louis study by the Department of Commerce in 1931-1932 has there been available reliable data on the factors that govern drug store operations.

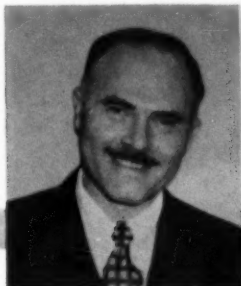
THE thoroughgoing, detailed nature of the St. Louis survey perhaps explains why 18 years had to go by before a similar study could be accomplished. So minutely did the St. Louis researchers break down costs in the drug store, that they analyzed, on hundreds of different products, such items as handling time, frequency of sale, floor space occupied, as well as the usual costs of light, heat, power, taxes. They wanted to be sure to isolate every factor in any way contributing to costs.

AN examination of the new National Drug Store Survey indicates that the thorough, painstaking work which made the St. Louis study so valuable has also gone into the 1949 analysis.

SIGNIFICANT is the fact that Wroe Alderson of the Philadelphia marketing firm of Alderson and Sessions, who conducted this new national survey, is the same Wroe Alderson who—as an analyst with the Department of Commerce—was responsible for the original St. Louis investigation.

THE need for a new survey of this kind has been especially great in recent years. The constant, profit-cutting rise in drug store expenses has made more acute than ever the problem of determining—department by department and product by product—which costs have increased and what can be done about them.

As a result, the Paraffined Carton Research Council, sponsor of this new survey, is presenting here to the retail drug field important information which will prove immensely valuable to any drug store owner who wants to reverse the upward expense trend in his store—who wants to make more "take-home" money in 1950.



Wroe Alderson, Senior Partner, Alderson
& Sessions, Marketing Research
Analysts

Dan Rennick

Dan Rennick, Editorial Director of
Drug Topics



Number and Type of Stores Surveyed and Where Located

The 1949 National Drug Store Survey presents the results of eight case studies in drug store operations. The eight stores selected were all independent neighborhood stores, one each located in the following cities: Philadelphia, Birmingham, Milwaukee, Buffalo, St. Louis, Los Angeles, Wichita, Springfield (Ohio). Their 1948 volume ranged from \$70,733 to \$171,360. All stores operated their own Fountain and Prescription departments.



POINT TO NOTE ON STORES SURVEYED



In selecting the stores to be studied, the following standards were used:

The selected store must . . .

- Be an independent drug store
- Have been operating at a profit in its fiscal 1948 year
- Have a fairly well balanced type of drug store operation with a Prescription department averaging at least 15 prescriptions per day; a Fountain not dominating the store volume; sell packaged ice cream; and, have a fairly active Tobacco, Candy, and Magazine department
- Have basic accounting records from which the analysis could be started
- Agree to cooperate fully and grant access to all financial and operating records
- Be located in a neighborhood which represents a cross section of different income levels between the various cities

While these criteria were relatively simple, selection of survey stores was a difficult project. Representatives of the local retail drug association, ice cream manufacturers, or drug wholesalers were visited in each city and asked to recommend a list of stores who might meet the above standards. These stores were then visited and evaluated by the senior staff member in charge of the study. While most of the stores were willing to cooperate, it was found that the majority of the recommended stores were eliminated due to inadequacies of their records or a deficiency in the Prescription department volume. A total of 235 drug stores were investigated before eight stores could be selected that would meet the requirements.

DEPARTMENT SALES IN DOLLARS AND AS A PER CENT OF TOTAL STORE SALES

Chart 2

	SODA FOUNTAIN		TOBACCO, CANDY AND MAGAZINE		PRESCRIPTION		DRUGS, TOILETRIES, and SUNDRIES	
	Total Store Sales	% of Total Sales	Total Store Sales	% of Total Sales	Total Store Sales	% of Total Sales	Total Store Sales	% of Total Sales
Philadelphia	\$171,360	24.0%	\$35,784	20.9%	\$31,355	18.3%	\$63,116	36.8%
Birmingham	83,125	16.9%	22,894	27.5	5,344	6.4	37,952	45.7
Milwaukee	118,043	41.129	33,574	28.4	7,889	6.7	35,452	30.0
Buffalo	123,923	19.084	29,865	24.1	22,058	17.8	52,916	42.7
St. Louis	87,229	13.301	12,076	13.8	14,537	16.7	47,315	54.3
Los Angeles	76,227	9.246	12,325	16.2	12,458	16.3	42,198	55.4
Wichita	70,733	14.707	10,042	14.2	10,476	14.8	35,508	50.2
Springfield	95,701	23.055	22,094	23.1	11,290	11.8	39,302	41.0

Department Sales in Dollars and as a Per Cent of Total Sales

Sales are the lifeblood of every retailing operation. An analysis of the sales contributions of major departments to total drug store volume reveals that:

- The Fountain accounted for a percentage of total sales, ranging from 12.1% in the Los Angeles store to 41.9% in Milwaukee.
- The Tobacco, Candy, and Magazine department, in per cent of total sales, ranged from 13.8% in St. Louis to 28.4% in Milwaukee.
- Written prescriptions ranged from 6.4% in Birmingham to 18.3% in Philadelphia.
- All other departments were grouped together in Drugs, Toiletries, and Sundries, and they contributed to the total sale dollar from 30% in Milwaukee to 55.4% in Los Angeles.

POINT TO NOTE ON DEPARTMENT SALES



The range of department sales as a per cent of total sales indicates the individual sales characteristic of the survey stores. The very wide differences in the per cent of sales accounted for by the Fountain and Prescription departments suggest that the druggist should concentrate attention on these two departments if he wishes to achieve a well balanced store operation.

RANGE OF GROSS PROFIT AS A PER CENT OF SALES BY DEPARTMENT

Chart 3

Store	All Departments	Soda Fountain	Tobacco and Candy	Prescriptions	Drugs, Toiletries & Sundries
Philadelphia	30.6%	39.5%	22.5%	64.5%	14.8%
Birmingham	29.4	41.9	17.4	52.2	27.8
Milwaukee	27.7	41.6	16.2	64.6	14.3
Buffalo	30.9	35.7	9.2	51.3	32.9
St. Louis	33.6	40.1	1.6	57.6	32.6
Los Angeles	36.4	45.3	26.0	49.5	33.7
Wichita	29.2	30.0	8.9	44.2	32.5
Springfield	32.9	45.3	24.2	47.1	26.5

Range of Gross Profit as a Per Cent of Sales by Department

Gross Profit ranged from a store average of 27.7% for the Milwaukee store to 36.4 per cent of sales for Los Angeles. There were wide variations in gross profit in the same department among the survey stores with the gross margin in Tobacco, Candy and Magazine ranging from only 1.6% in the St. Louis store to 26% in Los Angeles. The gross profit in the Soda Fountain ranged from 30.0% in Wichita to 45.3% in Los Angeles and Springfield.

POINTS TO NOTE ON GROSS PROFIT

- 1 The range from 1.6 cents to 26.0 cents gross profit per sales dollar in Tobacco, Candy, and Magazine departments checked by the survey emphasizes the need for protecting gross mark-ons by proper inventory and cash register controls, as well as providing in the beginning a proper gross for each department.
- 2 Gross profit alone is not a true guide to net profit. Differences in the operating characteristics of the several major departments in a drug store produce a need for varying amounts of gross profit. However, it should be remembered that, in using an elastic yardstick to measure proper gross profit, it is very easy to extend it too far or shrink it too much to achieve maximum net profits.

Range of Net Profit in Dollars and as a Per Cent of Sales by Department

All eight stores analyzed showed a profit on total store sales. There were wide variations, however, in the profits and losses shown by the different departments within the stores. The greatest range was in the operation of the Soda Fountain.

The Springfield store made a net profit of 17.5% on its Fountain while the Wichita store lost 14.9%—a difference of 32.4%.

In the Tobacco, Candy, and Magazine department the range was from a 21.9% loss in St. Louis to a profit of 8.1% of sales in Philadelphia.

The range in the Prescription department was from a loss of 6.9% in Birmingham to a 21.4% net profit in Los Angeles.

In Drugs, Toiletries, and Sundries the range was surprisingly wide, too—from a loss of 9.3% in Milwaukee to a 15.8% profit in St. Louis.

Chart 4

RANGE OF NET PROFIT IN DOLLARS AND AS A PER CENT OF SALES BY DEPARTMENT AND STORE

Store	Total Store Sales	TOTAL STORE		FOUNTAIN		TOBACCO, CANDY and MAGAZINE		PRESCRIPTIONS		DRUGS, TOILETRIES and SUNDRIES	
		Profit in Dollars	Profit by % Rate	Profit in Dollars	Profit by % Rate	Profit in Dollars	Profit by % Rate	Profit in Dollars	Profit by % Rate	Profit in Dollars	Profit by % Rate
Philadelphia	\$171,360	\$5,013	2.9%	\$ 2,124	5.2%	\$ 2,908	8.1%	\$ 5,231	16.7%	\$ -5,250	- 8.3%
Birmingham	83,125	5,762	6.9	2,402	14.2	1,293	5.6	- 370	- 6.9	2,437	6.4
Milwaukee	118,043	4,338	3.7	5,172	12.6	1,620	4.8	851	10.8	-3,305	- 9.3
Buffalo	123,923	4,002	3.2	-2,340	-12.3	-2,453	- 8.3	2,558	11.6	7,349	11.8
St. Louis	87,229	5,714	6.5	- 124	- 0.9	-2,645	-21.9	970	6.7	7,513	15.8
Los Angeles	76,227	8,615	11.3	- 721	- 7.8	702	5.7	2,658	21.4	5,976	14.2
Wichita	70,733	294	.4	-2,197	-14.9	-1,228	- 9.1	- 55	- 0.5	3,774	11.7
Springfield	95,701	9,924	10.4	4,037	17.5	1,477	6.7	1,137	10.1	3,273	8.3

POINTS TO NOTE ON NET PROFIT

- 1 The net profit shown in Chart 4 was in addition to the owner's salary. (The owner's salary ranged from 2.9% of sales in Philadelphia to 6.6% of sales in the Los Angeles store. In dollars, the owner's salary averaged \$4,565 per year.)
- 2 There was a considerable difference in dollar earnings in each department. For example, the Milwaukee store, with approximately the same total store sales as the Buffalo store, made a net profit of \$5,172 on the Fountain while the Buffalo store lost \$2,340.
- 3 Increased volume doesn't always increase dollar profits. The Los Angeles store earned \$8,615 on a volume of \$76,227, and on a volume of \$171,360 the Philadelphia store made a net profit of only \$5,013.

Do's and Don'ts Who Want to Make Money

DO'S

1. *Strive for well balanced and clearly defined departments.* Check the operations of each department carefully, regularly, and *separately*. This means, too, that you'll have to pay special attention to your bookkeeping.
2. *Concentrate equally capable management on Fountain and Prescription departments.* Don't be afraid to pay a trained fountain manager as much as a pharmacist—in proportion to the earnings of the department.
3. *Evaluate your Fountain for what it is*—a source of substantial profits when properly managed or easy losses when neglected.
4. *Feature factory-packaged ice cream*—the product on which every store made a good profit.
5. *Examine the profit possibilities of each department from the standpoint of returns on investment in inventory.* Analyze your potential for each department. You may find too much money invested in one department and not enough in another.

No druggist is "average" and no drug store has its own individual problems. But every druggist is a business man. He is in business to make money. He is entitled to expect from his store the results of the 1949 National Drug Store Survey. Examine all the survey figures and use them as a guide to increase your profit and to cut your losses.

SEE WHERE OTHER DRUG STORES AND LOSING

Here's a composite chart of facts on actual Drug Store Performance

STORE	Total Store Volume	TOBACCO, CANDY AND MAGAZINE DEPARTMENT						DRUGS, TOILETRIES, SUNDRIES DEPARTMENT					
		Department Dollar Sales	Gross Profit as % of Dept. Sales	Operating Expenses as % of Sales	Net Profit as % of Sales	Labor Cost as % of Sales	Department Turnover	Department Dollar Sales	Gross Profit as % of Dept. Sales	Operating Expenses as % of Sales	Net Profit as % of Sales	Labor Cost as % of Sales	Department Turnover
Philadelphia	\$171,360	\$35,784	22.5%	14.4%	8.1%	11.3%	43.1	\$63,116	14.8%	23.1%	-8.3%	14.8%	4.1
Birmingham	83,125	22,894	17.4	11.8	5.6	8.4	22.6	37,952	27.8	21.4	6.4	16.0	10.1
Milwaukee	118,043	33,574	16.2	11.4	4.8	8.0	13.1	35,452	14.3	23.6	-9.3	13.2	3.0
Buffalo	123,923	29,865	9.2	17.5	-8.3	10.9	25.4	52,916	32.9	21.1	11.8	12.2	2.0
St. Louis	87,229	12,076	1.6	23.5	-21.9	16.7	14.3	47,315	32.6	16.8	15.8	11.3	5.4
Los Angeles	76,227	12,325	26.0	20.3	5.7	13.1	11.2	42,198	33.7	19.5	14.2	11.4	3.3
Wichita	70,733	13,515	8.9	18.0	-9.1	11.3	21.1	32,035	32.5	20.8	11.7	11.6	5.5
Springfield	95,701	22,094	24.2	17.5	6.7	12.6	7.6	39,302	26.5	18.2	8.3	12.5	2.7

Lessons for Druggists How to Make More Take-home Money

DON'TS

Each store is "average." Each store has its own problems. The big store owner is fundamentally a business man. So, he should know what profit he is making and from each department. The operation of a drug store represents a challenge to the owner. He must be by store and department by department. You will find them a helpful guide to your losses.

HOW TO BE INDEPENDENT AND MAKE MORE TAKE-HOME MONEY

1. Don't shrink your gross below operating costs and depend on turnover to pull you out. It isn't necessary and certainly not profitable.
2. Don't count net profits in terms of gross margin. Watch your operating expenses because some of your favorite high gross items may be turning in a net loss.
3. Don't expect the soda fountain to run itself. It won't. You have to run it yourself or hire a good manager.
4. Don't let your daily prescriptions go below a reasonable minimum. You'll enjoy a very good net profit on prescriptions if you keep the daily volume up, plus the extra value of the professional appeal in a strong Prescription department.
5. Don't fail to give your store the individual personality and friendly feeling Americans have long expected and still need from their druggist. But good management must go with good personality to achieve maximum profits.

Operations based on the 1949 National Drug Store Study

PRESCRIPTION DEPARTMENT						SODA FOUNTAIN DEPARTMENT					
Department Dollar Sales	Gross Profit as % of Dept. Sales	Operating Expenses as % of Sales	Net Profit as % of Sales	Labor Cost as % of Sales	Department Turnover	Department Dollar Sales	Gross Profit as % of Dept. Sales	Operating Expenses as % of Sales	Net Profit as % of Sales	Labor Cost as % of Sales	Department Turnover
\$31,355	64.5%	47.8%	16.7%	37.2%	2.2	\$41,105	39.5%	34.3%	5.2%	22.5%	31.1
5,344	52.2	59.1	-6.9	35.7	1.2	16,935	41.9	27.7	14.2	17.7	44.5
7,888	64.6	53.8	10.8	38.1	1.1	41,129	41.6	29.9	12.6	16.9	31.1
22,058	51.3	39.7	11.6	27.1	2.5	19,084	35.7	48.0	-12.3	29.6	15.2
14,537	57.6	50.9	6.7	37.6	1.6	13,301	40.1	41.0	-0.9	27.7	36.7
12,458	49.5	28.1	21.4	15.5	3.1	9,246	45.3	53.1	-7.8	30.0	34.2
10,476	44.2	44.7	-0.5	25.5	3.8	14,707	30.0	44.9	-14.9	25.4	35.5
11,250	47.1	37.0	10.1	12.3	0.7	23,055	45.3	27.8	17.5	18.9	19.2

Soda Fountain Gross Profit and Net Profit as a Per Cent of Sales by Product

The net earnings of the Fountain were directly related to the efficiency and extent of management control exercised by the owner or Fountain manager. Four of the eight survey stores made profits ranging up to 17.5% and averaged 12.4% of sales, while the remaining four lost an average of 9.1% of each sales dollar.

Ability to control operating expenses was more important

than gross profits in determining the Fountain's profitability. Four-fifths of the difference in net earnings between these two groups, or 17.1 cents out of each dollar, was accounted for by lower operating expenses in the profitable fountain; only one-fifth, or 4.4 cents, came from better gross profits on sales. Chart 5 requires the closest study because the fountain can be a tremendous profit producer as well as a traffic builder.

Chart 5

SODA FOUNTAIN GROSS AND NET PROFIT AS A PER CENT OF SALES BY PRODUCT

Store	All Fountain		TAKE-HOME				FOOD PREPARATIONS					
			Packaged*		Hand Packed Bulk		Novelty		Using Ice Cream		Not using Ice Cream	
	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net
Philadelphia	39.5%	5.2%	32.3%	25.6%	43.8%	23.9%	14.9%	-37.3%	41.1%	-11.2%	34.8%	-31.6%
Birmingham	41.9	14.2	33.4	22.3	32.0	7.9	44.4	6.5	49.9	11.9
Milwaukee	41.6	12.6	42.2	29.0	8.7	-21.0	30.5	13.0	30.9	- .5	50.6	19.3
Buffalo	35.7	-12.3	35.9	15.6	40.8	16.0	53.7	- 1.6	19.9	-30.3
St. Louis	40.1	- .9	39.9	24.4	25.9	- 2.7	21.3	0.0	33.4	3.9	58.3	-20.5
Los Angeles	45.3	- 7.8	46.8	34.0	41.0	11.2	41.0	9.8	45.6	-13.0	46.1	-19.4
Wichita	30.0	-14.9	33.2	15.3	41.1	18.0	23.4	9.2	12.5	-40.9	37.7	-22.5
Springfield	45.3	17.5	37.2	29.0	38.9	24.0	23.8	13.9	34.1	6.1	64.4	19.1

POINTS TO NOTE ON FOUNTAIN OPERATIONS

1

Marked differences were found in the profitability of the individual fountain products. The less the need for management control the greater the profit on the particular item.

2

Factory packaged take-home ice cream was the most profitable product. Every drug store surveyed made a substantial net profit on packaged ice cream. In the profitable Fountains, factory packaged ice cream averaged 26.7% net profit and the unprofitable Fountain operations averaged 22.3% net profit for each sales dollar. Interestingly, this higher net profit on packaged ice cream in the profitable fountains was achieved with a gross profit 2.7% less than that realized in the unprofitable fountains. The data suggests that factory packaged ice cream profits might be even further increased by reducing the rate of gross profit (37.6%).

3

Gross profit at the Fountain depends on management and material control except for factory packaged ice cream on which gross profit can be calculated in advance, the same way as on any other packaged product.

4

Hand-packed bulk take-home ice cream ranked second only to factory packaged ice cream in net profit, although it had the lowest average gross, 33.2%, of any major Fountain product group.

5

Very close control is the key to increased profits from fountain preparations. The problem is two-fold:

- (1) Realize adequate gross profits through proper pricing and the reduction of waste and spoilage.
- (2) Keep "naturally" high operating costs under control. These can be accomplished through centralization of responsibility in a trained Fountain manager and through the more effective use of fountain labor.

6

The average gross profit of the four profitable fountains was 42.1% and 37.7% for the four unprofitable ones. The average operating expenses for the profitable fountains was 29.7% and 46.8% for the unprofitable. There was only a 4.3% difference in gross between the profitable and unprofitable Fountain groups, but 17.1% difference in operating expenses.

7

Operating expenses for the Fountain range from 27.7 to 53.1 per cent of sales, clearly showing that operating cost control is the important factor in determining net profits. Low operating expense and the minimum control needed were the primary reasons for the high profit of factory packaged ice cream in all the stores.

Soda Fountain the Main Source of Drug Store Traffic

The Fountain and Tobacco, Candy, and Magazine were the high traffic departments in the eight stores studied. Seven out of every ten sales were made in these two departments. The Fountain alone accounted for 39.2% of all sales transactions, ranging from 34.4 per cent of total transactions in Philadelphia to 46.8% in the Los Angeles store.

Chart 6

NUMBER OF SALES TRANSACTIONS AS A PER CENT OF TOTAL SALES TRANSACTIONS BY DEPARTMENT AND STORE

Store	Fountain	Tobacco and Candy	Prescription	Drugs, Tobaccos & Sundries
Philadelphia	34.4	39.9	6.5	19.2
Birmingham	37.6	33.6	1.8	27.0
Milwaukee	45.5	35.9	1.3	17.3
Buffalo	33.3	34.6	4.0	28.1
St. Louis	33.2	25.9	4.5	36.4
Los Angeles	46.8	27.3	3.4	22.5
Wichita	39.7	21.9	3.5	32.9
Springfield	43.4	32.3	3.0	21.3

1

To maintain volume in a drug store, traffic is essential. Fountain traffic contributes to the profit possibilities in all other departments.

2

To reap the full benefit of traffic, the store layout should be designed to expose the maximum number of customers to well displayed, high profit, impulse selling merchandise. For example, packaged ice cream in an open self-service display cabinet might be placed near the door, and self-service should be extended to other departments, as the individual situation permits.

3

By way of comparison, in the original National Drug Store Survey in St. Louis 18 years ago, the Fountain accounted for 38.5% of all sales transactions.

POINTS TO NOTE ON TRAFFIC

Inventory Turnover Rate by Department

The Fountain and Tobacco, Candy, and Magazine departments had many times more turnover than any other department in each store studied. Fountain turnover rates are substantially higher than Tobacco, Candy, and Magazines in six out of the eight stores surveyed.

INVENTORY TURNOVER RATES BY DEPARTMENT AND STORE

Chart 7

Store	All Departments	Fountain	Tobacco and Candy	Prescriptions	Drugs, Tobaccos And Sundries
Philadelphia	5.8	31.1	43.1	2.2	4.1
Birmingham	9.9	44.5	22.6	1.2	10.1
Milwaukee	5.4	31.1	13.1	1.1	3.0
Buffalo	3.6	15.2	25.4	2.5	2.0
St. Louis	5.4	36.7	14.3	1.6	5.4
Los Angeles	3.9	34.2	11.2	3.1	3.3
Wichita	7.9	35.5	21.1	3.8	5.5
Springfield	3.0	19.2	7.6	.7	2.7

1

POINTS TO NOTE ON INVENTORY TURNOVER

The overall Fountain turnover rate was almost six times the average for all departments and 15 times greater than the Prescription department average.

2

Turnover is a very important factor in profitable merchandising, but it's only one factor. For example, the Wichita store had more than twice the total store turnover rate than the Springfield store, yet Springfield made far more net profit. The St. Louis store lost 21.9% on its Tobacco, Candy, and Magazine department while Springfield made a 6.7% profit in the same department with half the turnover. A lower net profit in a department or store operation may often be caused by an inadequate and improperly balanced inventory just as with too much inventory.

Fountain Inventory Turnover Rate

Factory packaged take-home ice cream	54.4
Bulk hand-packed take-home ice cream	122.0
Food preparations using ice cream	20.4
Food preparations not using ice cream	34.0
Novelties, cups, etc.	57.2

POINTS TO NOTE ON FOUNTAIN TURNOVER

1

Fast turnover has a smaller effect on cost allocation when labor costs are high. That's why the ease of handling, better control, low space cost, and the very low labor cost in the case of packaged ice cream, combined with fast turnover, make it such a profitable item for drug stores.

2

The rapid turnover of Fountain merchandise makes inventory investment a minor factor in the Fountain operating cost structure.

3

Not only does fast turnover result in smaller inventory investment but means, too, that less storage capacity is needed, lower electricity expenditure required, and losses due to wastage and spoilage are minimized.

Dollars of Net Profit Returned in a Year on a \$10.00 Inventory Investment in Various Drug Store Items

DOLLARS OF NET PROFIT RETURNED IN A YEAR ON A \$10.00
INVENTORY INVESTMENT IN VARIOUS DRUG STORE COMMODITIES

Chart 9

Commodity Group	Philadelphia	Birmingham	Milwaukee	Buffalo	St. Louis	Los Angeles	Wichita	Springfield
TOTAL STORE	\$ 2.37	\$ 9.75	\$ 2.74	\$ 1.69	\$ 5.28	\$ 7.11	\$.46	\$ 4.58
Fountain	26.58	108.69	66.91	-29.00	-5.71	-48.72	-75.76	61.35
Tobacco and Candy	45.23	15.47	7.55	-72.97	-31.75	8.58	-21.06	6.67
Drugs, Toiletries & Sundries	-3.92	9.01	-3.22	3.55	12.69	6.95	9.52	3.11
Prescriptions	9.05	-1.73	3.23	5.99	2.52	8.85	- .36	1.37
Factory Packaged								
Take Home Ice Cream	186.56	348.15	193.10	38.95	179.00	732.50	106.06	103.21
Bulk Take Home Ice Cream	262.29	-196.87	-82.50	330.00	171.54	786.00
Fountain Ice Cream								
Preparations	-46.92	48.91	-3.94	-3.89	26.91	-85.54	-150.72	27.97
Fountain Non-Ice Cream								
Preparations	-70.04	79.59	85.78	-69.55	-83.20	-78.90	-106.44	32.49
Novelties	-416.66	20.50	61.88	50.00	.00	170.00	87.49	165.00

A measure of the earning potential of money invested in various product inventories can be calculated by computing the number of dollars actually earned during the year on a given investment. This does not suggest that the rate of profit was determined by inventory investment but that under a given set of operating conditions, certain earnings were realized per unit of inventory investment.

POINT TO NOTE ON NET PROFIT ON \$10.00 INVENTORY

1 Factory packaged ice cream had the highest earning potential in respect to returns on inventory investment, ranging from \$38.95 in Buffalo to \$732.50 in the Los Angeles store. This high potential resulted from its low handling cost coupled with a rapid rate of turnover.

Types of Customer as a Per Cent of Total Customers by Department

Chart 10

TYPE OF CUSTOMER AS A PER CENT
OF TOTAL CUSTOMERS BY
DEPARTMENT

	All Types	Men	Women	Children	Family Group
EIGHT STORE TOTAL	100.0%	40.2%	38.1%	9.0%	12.7%
Fountain	100.0	37.2	34.0	13.9	14.9
Factory Packaged					
Take Home Ice Cream	100.0	42.2	40.2	7.5	10.1
Bulk Take Home Ice Cream					
Ice Cream	100.0	34.0	47.5	9.1	9.4
Tobacco and Candy	100.0	59.1	26.7	5.6	8.6
Drugs, Toiletries and Sundries					
Drugs, Toiletries and Sundries	100.0	35.5	45.4	5.9	13.2
Cosmetics	100.0	14.0	73.6	1.8	10.6
Prescriptions	100.0	37.4	47.8	3.4	11.4

An analysis of 5,877 customer visits reveals that almost four-fifths of drug store traffic is split rather evenly between men and women. There is a slightly larger percentage of men. Children and family groups comprise the remainder. Factory packaged ice cream customers are distributed in about the same proportion between men and women, but women accounted for more hand packed bulk take-home sales.

POINTS TO NOTE ON CUSTOMER TYPES

1 The figures conclusively indicate that the druggist should direct more of his advertising and merchandising of take-home ice cream to adults.

2 These customer facts also suggest that separate cabinets for packaged ice cream might profitably be located near some male traffic point such as the Tobacco department.

More Customers Specifically Requested Packaged Ice Cream

In a special study of 497 take-home ice cream purchases of a pint or more in six stores selling both packaged and hand packed bulk, 336 specifically requested the type preferred. More customers asked for packaged than for hand packed bulk. Fifty-six per cent specified packaged ice cream and forty-four per cent asked for hand packed bulk.

Members of Paraffined Carton Research Council

BLOOMER BROS. COMPANY NEWARK, NEW YORK • BURD & FLETCHER COMPANY KANSAS CITY, MISSOURI • THE BUTLER PAPER PRODUCTS COMPANY TOLEDO, OHIO • CHICAGO CARTON COMPANY CHICAGO, ILLINOIS • CONTAINER CORPORATION OF AMERICA CHICAGO, ILLINOIS • MARATHON CORPORATION MENASHA, WISCONSIN • MICHIGAN CARTON COMPANY BATTLE CREEK, MICHIGAN • THE RICHARDSON-TAYLOR-GLOBE CORPORATION CINCINNATI, OHIO • SUTHERLAND PAPER COMPANY KALAMAZOO, MICHIGAN



The Ice-Cream-for-Breakfast movement gains new converts and added momentum following the staging of such an event at a Children's Hospital in Springfield, Massachusetts.



PARTY IN THE MORNING!

YOUNGSTERS at the Shriners' Hospital for Crippled Children in Springfield, Massachusetts, were enthusiastic guests last December 17 at an Ice Cream Breakfast sponsored by that city's Friendly Ice Cream Corporation, of which Curtis L. Blake is President and S. Prestley Blake is Treasurer.

Inspired by the Second Annual Ice Cream Breakfast held in conjunction with the recent convention of the National Association of Retail Ice Cream Manufacturers, the Blake brothers and Robert J. Gaudrault planned the breakfast menu for the kids, which consisted of dry cereal topped by vanilla ice cream and strawberries. A sweet roll and hot chocolate completed the meal. With the cooperation of hospital officials, the children were served all the ice cream they could eat, with no concern evidenced about their overeating. As one nurse put it, "Children are pretty good judges of their own capacities."

Of course, the children loved the idea. Some of them had as many as three helpings, and others were satisfied with one, but everybody had some! Champion ice-cream-for-breakfast eater was 3½-year-old Rachel Theroux of Biddleford, Maine, who consumed three portions of ice cream and cereal while older and larger youngsters and nurses stood by in amazement. In the photograph at the top of this page, little Rachel is seen receiving her third

serving from Mrs. Elaine DeSanti (right), staff nurse, while Miss Rachel Field, assistant superintendent, looks on in apparent envy at each spoonful. But both nurses' appetites were satisfied before the morning was over, for after the children's party ended, the entire staff of the hospital sat down to a similar ice cream breakfast!

Anticipating continued desire for ice cream, the Friendly Ice Cream executives made sure that a large supply of ice cream was left behind to be served to the children during the other meals of the day. The Blake brothers and Mr. Gaudrault reported that they had enjoyed the event almost as much as the children.

Newspaper accounts of the unique event appeared in local newspapers, including the *Springfield Daily News* and the *Springfield Union*. The former publication devoted a three-column story and photograph to a description of the festivities, and the latter paper had Alice Scott Ross, a feature writer, do a 23-paragraph story. This publicity corresponds to similar newspaper write-ups that have been published every time an ice cream breakfast has been held.

The Second Annual Ice Cream Breakfast held in Cleveland was sponsored by ICE CREAM FIELD and chairmanned by Howard B. Grant, this magazine's publisher and originator of the Ice-Cream-for-Breakfast movement.

Soda Fountain Operation

BY A. CHARLES DRAPER

Supervisor, Soda Fountain Planning, Rexall Drug Company



XI. The Four Basic Functions

A. Before we approach layout, we must consider the elements that must be properly balanced in any layout in order for the fountain to operate efficiently and economically. These four basic functions are classified as follows:

1. Equipment and function for the preparation and dispensing of soda items. (In soda fountain terminology, all things connected with the soda operating function are referred to as "Soda." However, when speaking of the functions within a specific soda fountain, we speak of soda items or soda functions as those pertaining to ice cream and its by-products, such as sundaes, sodas, and soft drinks, etc.)
2. Equipment and function for the preparation and dispensing of food items. (Sandwiches, hot food, cooked-to-order, pastry, etc.)
3. Equipment and function for proper dishwashing. (This includes not only the sinks and drains and dishwashing machines, but the dirty drops, soiled

dish conveyors, garbage pulverators, and all phases of the dishwashing cycle.)

4. Equipment and function to give proper customer service.
- B. In order to understand the four basic functions and plan for them properly, we must analyze the relationship of various pieces of equipment, one to the other, within each functional group and to the fountain as a whole. Only in this manner can we achieve balance.

Following are explanations of the accompanying illustrations of sectional layouts showing each of the four functional groups individually. When we get into "Approach to Layout," we will see how they blend together:

1. SODA FUNCTION

As we explained under "Menu," those items falling in the soda category comprise the heart of the fountain. This is as it should be because we are in the "soda" business. When we add food, we do so because we realize that we need the additional volume that food brings, not only the food volume, but additional volume in ice cream and allied items. (This was explained previously.) Since we admit the importance of the soda function, we strive to make it dominate the fountain, while at the same time make it blend with the other functions. This and the other functions can best be described by the services it furnishes.

- 1-A. Ice cream compartment, where bulk ice cream is stored. Vanilla is placed closest to dispenser unit or draft arms, since it is most popular and it is used in making sodas that require soda water.
- 1-B. Dipper well—adjacent to ice cream and between ice cream and draft arms wherever possible to save steps and motions.
- 1-C. Waste chute—usually combined with dipper well because it is center of station. Remember the easier you make it for the personnel to dispose of waste material, the better chance you have for a clean fountain.
- 1-D. Dispenser compartment—sometimes called "bottle" compartment—or fountain refrigerator stor-

ABOUT THIS ARTICLE

PART V of this series deals with the "four basic functions" that must be suitably balanced in any layout for the fountain to operate efficiently and economically. These, points out Mr. Draper, are soda, food, dishwashing, and customer service.

Accompanying illustrations show how several large organizations have put these principles into effect, and an explanation of these organizations' interpretations of the "four basic functions" is included.

In the March issue of *Ice Cream Field*, the last installment of this vital series will be published. The primary topic in Part VI will be "Layouts." Classification and comparison of various kinds of fountain layouts will be presented.



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PRODUCTIONS

ICN *ews*

ICN AUTOMATIC EQUIPMENT REVOLUTIONIZES NOVELTY PRODUCTION

**Sensational Dipper and Bagger
Actually Producing
1440 Dozen Bars Per Hour**

Designed to bring bigger profits to novelty manufacturers, ICN's new automatic coating and bagging machines have proved the fastest, the most efficient and most economical to operate.

Coating and bagging bottlenecks are completely eliminated. One novelty manufacturer enthusiastically reports that installation of the equipment increased his production by 60 percent over manual labor. Operating with an 80 mould brine tank capable of freezing 6 cycles per hour, the ICN automatic equipment actually handled 960 dozen bars per hour throughout a full 8 hour day. In addition he reduced his labor costs by dispensing with one worker on the coating operation and three more on the bagging.

The ICN automatic equipment is designed to handle the output of every size brine tank up to 120 mould capacity. Long term efficiency of better than 97 percent provides continuous, trouble free performance.

Approved for their sanitation by the Board of Health, all moving parts are completely enclosed. Easy accessibility permits disassembly for cleaning in less than three minutes and requires no tools or special help of any kind.

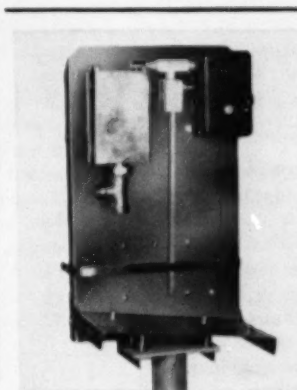
The new ICN automatic equipment is compactly designed to fit limited working space. Low temperature, efficient chill tunnels connect with the coating and bagging machines. The automatic assembly is available with either one or two chill tunnels, to meet individual plant requirements.

Constructed of gleaming stainless steel, the ICN automatic equipment rightfully belongs in the modern, sanitary novelty plant.



Manufacturer Acclaims Performance of ICN Automatic Machinery

The Franklin Ice Cream Company of Kansas City hails the performance of the ICN automatic dipping and bagging equipment. This company stated that they were able to increase their production by better than 50 percent per man hour after installation of the new machinery.



LIQUID MOULD FILLER CUTS COSTS

Engineered for precise, economical operation, the ICN liquid mould filler increases efficiency of stick confection production. An easily adjustable electronic control regulates pre-determined filling. The inclined mould platform insures equal distribution of liquid into each cavity - eliminating costly excess overflow. Splashproof housing protects mechanism. All parts are sanitary stainless steel.



*It's Easy
to Build Profits
with I.C.N.*

Ice Cream Novelties, Inc.

110 MURRAY STREET, NEW YORK, N.Y.

Please rush me complete information on

- ☐ ICN Automatic Coating and Automatic Bagging Machine
- ☐ ICN Liquid Mould Filler
- ☐ Have one of your representatives call on me

NAME.....TITLE.....

FIRM NAME.....

ADDRESS.....

CITY.....STATE.....



age. This is either in back of ice cream, on either or both ends, or a separate unit, depending upon the manufacturer. In all cases, it serves as storage for bottled milk, cream, fruit juices, crushed ice (here or on rail), whipped cream dispensers, etc. It is the "work station" of the *soda* portion of the fountain, therefore it should be as flexible as possible.

- 1-E. Syrup rail, where all syrup pumps and crushed fruit jars are housed, except the fast-moving ones that are used in sodas and other carbonated drinks which should be near draft arms.
- 1-F. Small sink for washing out counter cloth, syrup pumps, etc. (Part of customer service function also.) Adjacent to it should be a cellulose sponge or *clean folded* towel on which to tap ice cream dippers to prevent ice crystals forming in ice cream.
- 1-G. Draft arms for water (both sweet and carbonated).
- 1-H. Syrup pumps for fast-moving syrups (chocolate, coca cola, etc.) depending upon location.
- 1-I. Dry storage cabinet, for extra syrups, menus, straws, napkins, and carryout cartons in small fountains. (It also gives the girls a place for their purses. Remember, dirt is matter out of place, and since girls always need their purses near by, we try to provide a place for them.)
- 1-J. Open shelves for glasses, cups and saucers. Top surface provides space for mixers, salt dispensers, hot cups, hot fudge pots, pastry cases, cash registers, coffee warmers, etc.

- 1-K. Refrigerator—double duty for reserve storage of milk, cream, butter, open syrup, oranges, etc. for soda function, as well as storage for food function. By modifying layout slightly, we can make it into a combination refrigerated pastry display with reserve refrigerator base.

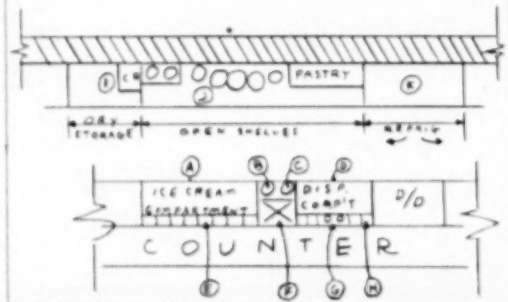
Note that the station is completely self-contained, except for reserve ice cream and ice chest. (These items need to be worked into the whole.) And that very few steps are required to perform the function. You can see this by mentally making soda, milk shake or any other soda item. You merely need to turn for anything you need. This is what we term the "backed up" principle of front and back bar equipment. Regardless of the make of the equipment, the above represents the basic principles, and by practice, the proper balance can be found.

2. FOOD FUNCTION

Food is the auxiliary volume builder of some fountains. Therefore, we must be careful to plan only those items required to serve the menu and volume, but to do so in proper balance within the food station, as well as the fountain as a whole. Note that by merely omitting hot food and French fry units, we can revert to a "sandwich house" without disturbing the balance. Here again, one operator can cover the station by merely turning and "spreading" from sandwich to hot food, to French fry or griddle and back again.

- 2-A. Sandwich unit—top pans for fillings, lettuce, garnish, etc. cutting board in front with a crumb chute. Refrigerator compartment below for storage or reserve (depending on volume and proximity of other refrigerator). Salads also prepared here except in large volume, than add second unit.
- 2-B. Toaster unit between sandwich unit and hot food unit to enable one or two people to handle station.
- 2-C. Hot food unit (wet or dry depending upon ability of operators).
- 2-D. Refrigerator storage (note how it is used for food

1. SODA FUNCTION



Hitch YOUR Sales

to the

Stars!



Dixie
is a registered trade mark
of the Dixie Cup Company

Let the stars help build *your* ice cream business! Cash in on the popularity of Hollywood's biggest names featured in Dixie's famous picture lid promotion. Millions of youngsters collect pictures of stars every year by buying and saving the lids from Ice Cream Dixies.

And in the process of acquiring a complete set of 24 full-color star pictures, each youngster has bought a minimum of 288 Ice Cream Dixies imprinted with the manufacturer's brand name. By simple arithmetic it adds up to significant sales volumes... plus a way of brand name sampling that can't be beat.

Start now to register your brand name today with the youngsters who will be your big customers tomorrow. Inquire about Dixie's proven picture lid promotion that adds star appeal to your brand name.

What the Dixie Franchise Gives a Manufacturer

- Use of a nationally accepted symbol of dependability.
- Identification of your brand name in the home.
- The sampling of your quality product at a profit.
- Containers of highest quality and uniformity.
- Help in filling, distributing, selling YOUR Dixies.
- Support from years of consistent advertising.
- Effective dealer-advertising material FREE.

ICE CREAM DIXIES

- ... most widely known "Ice Cream Package"
- ... most popular with children and parents everywhere

DIXIE CUP COMPANY, EASTON, PA., CHICAGO, ILL., DARLINGTON, S. C., FT. SMITH, ARK., BRAMPTON, ONTARIO, CANADA

ICE CREAM FIELD, February 1950

as well as soda) for extra fillings, lettuce, tomatoes (reserve food stock).

- 2-E. Griddle for cooked-to-order steaks, chops, hamburgers, etc.
- 2-F. Burners for eggs and bringing food up to steam-table temperature.
- 2-G. Sandwich grill for grilled sandwiches, warming sweet-rolls and auxiliary griddle, depending upon design.
- 2-H. Fryer with twin baskets for flexibility.
- 2-I. "Spade" for working of "blanched" potatoes and holding of "raws." General work space for fry work.
- 2-J. Coffee-making location and type of equipment will vary according to volume, location, and menu.

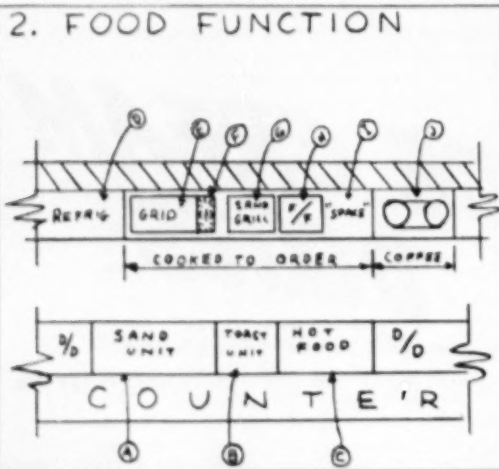
Again, what ever make of equipment you choose, make sure you have the facility to meet *your conditions*.

3. DISHWASHING

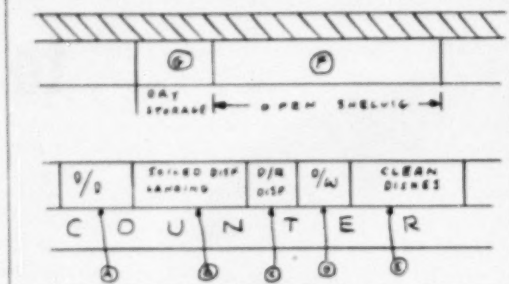
This function can be either a bottleneck in your operation with high payroll, or a means of helping the fountain to produce a good volume with clean, sanitary ware. For example, a glass may be sterile, yet look dirty because of "film." Your customer reacts to what he sees. You can have either, depending on how well you plan.

Whether you wash dishes and/or glasses on the fountain or in a pantry, the station must be complete, adequate for volume and menu, and the flow in sequence. The cycle dirty drop, land, scrap and sort, stack or rack, pre-rinse, wash, drain, and return to shelves—is academic however, very often the station is cramped or not in sequence, thereby defeating all your efforts. The cycle is illustrated in the sectional layout by the services it performs:

- 3-A. D/D—Dirty drop or bus station. These are placed throughout the fountain between or in counter stations, which coincide with the four



3. DISHWASHING



functions to eliminate steps. This service is also performed by soiled dish conveyors, subveyors, and the like.

- 3-B. Soiled dish landing—must be adequate to receive dishes for "current" volume during peaks, unless the "stack ahead and wash later" system is used, then more stack-up space is required, and a greater inventory is also necessary.
- 3-C. Pre-rinse and garbage pulverator. This service gives you a cleaner dish at less expense for detergent, water and labor; also a cleaner fountain. (In the event the combination is not used, a scrap chute must be provided, leaving space between it and the machine for racks.
- 3-D. Dishwashing machine and/or sinks—more crimes are committed in choosing this one piece of equipment than probably any other on the fountain. Regardless of the make, *be sure you choose a machine designed FOR THE JOB YOU EXPECT IT TO DO*.
- 3-E. Clean dish drain must be adequate to allow dishes and glasses to drain DRY before removing. *If they are dry, they can't drip on ones below.*
- 3-F. Clean dish shelves—these can be as part of the dishwashing station alone, or in conjunction with ice cream and food, depending on the layout and size of fountain, but be sure they are planned, so that the cycle is complete.
- 3-G. Dry storage—this unit is for soap powders and other necessities in the dishwashing station. It also can be combined with the other functions or can be built under the clean dish table.

One cardinal rule to remember in planning for dishwashing is—"Make it possible for the counter personnel to wash their own dishes during lulls" and never have "remote" dishwashing unless the volume warrants it and you can afford this extra service.

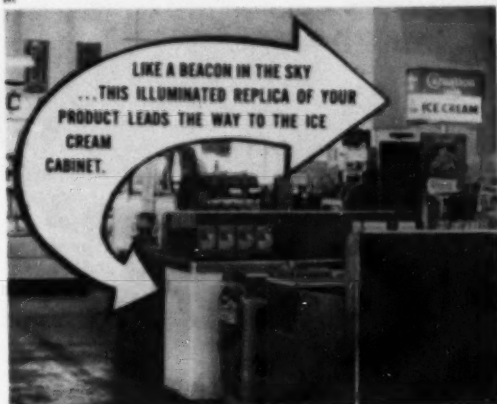
4. CUSTOMER SERVICE

This is the most important of the four functions, but is very often a "stepchild" in planning. Usually it is

IMPORTANT

CREAM . . . and the ILLUMINATED JUMBO CARTON REPLICAS are priced low enough for you to handle.

This is our first advertisement. We have a SUCCESS STORY to tell. ONE ICE CREAM COMPANY alone during the past year placed OVER 1000 Ice Cream Cabinet "LOCATER" in their customers' stores . . . at all types of stops, because these units are SELLING MORE ICE



THIS photo tells a story. Here is a big cabinet that can't be seen, but look how the NEW "LOCATER" brings it right up to everybody's attention.

..AND HERE is the same unit photographed from another view. LOOK how it's seen over a standard height rack with merchandise.



YOU KNOW

bringing in the Ice Cream business, that if customers don't see the Ice Cream Cabinet at a glance, they'll switch to something else,—but fast! More often than not, they don't bother to ask a clerk. It's human nature . . . AND, if their mind isn't made up before coming into the store . . . one thing is sure . . . these JUMBO ILLUMINATED CARTON REPLICAS OF THEIR CARTON will do much toward selling your product. WE CAN PROVE IT!

You may have absolutely

FREE

without any obligation whatsoever a most complete brochure of illustrations, photographs, installation examples, technical data, prices and complete factual information.

Like the Borden's, Swift's, Arden units pictured at the left, YOU TOO can SHOW THEM THE WAY!



Davidson pictured with Illuminated Milk Carton Replica. Made in 3 sizes. See Catalog.

WRITE TODAY

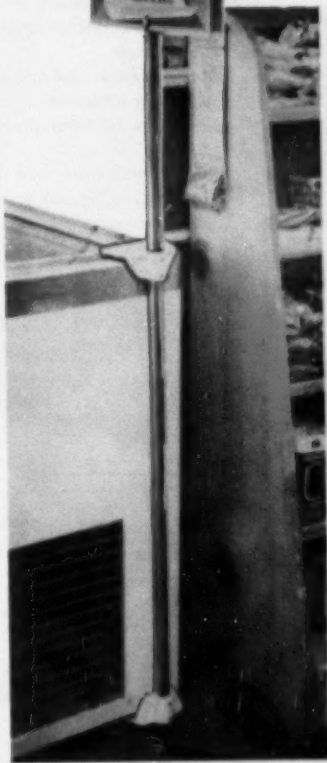
David Davidson Displays Co.

LOS ANGELES

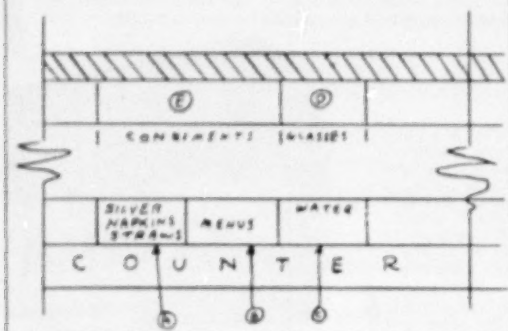
1412 North Main St.—12

CHICAGO

130 N. Wells Street



4. CUSTOMER SERVICE



relegated to "wherever you can find room." We must plan facility for giving proper customer service because no matter how good the food is, if you don't get them out in time, you either lose a customer or reduce the check average. (A counter girl is more apt to be pleasant and try to build her check average by suggestions if her work is made easy for her, than if she has to struggle in serving her station by unnecessary steps and crowded equipment.)

We have shown customer service here as a sectional layout. Actually it is intermingled with the other functions. For example,

- 4-A. Silver, napkins, and straws can be placed on a shelf under counter over the dirty drops and other parts of the fountain (spoons near coffee station, etc.)
- 4-B. Menus can be either with 4-A or in menu holders on counter, within easy reach of the customer.
- 4-C. Water is usually obtained at the draft arms of the fountain or special water station.

4-D. Glasses—Make sure they are within easy reach. Also ice should be adjacent if you serve it in water.

4-E. Condiments—each counter station should be complete including condiments, sugar, salt and pepper on counter; ketchup, mustard, and similar items under counter. Ash trays help keep floor clean. If you use them, **KEEP THEM CLEAN.**

Layouts Illustrate Principles

All these things, give customer service, turn your stools faster by making it easier for your employees to give **PROPER** customer service. The accompanying reproductions of layouts illustrate how the principles described are planned by several operators. These layouts (with the exception of Rexall's and Carnations') have been sketched from observation, and may vary as to detail and specific location and are here shown to emphasize that all forward-thinking operators must—and do—keep these four basic functions in mind when planning.

Carnation Uses This Approach

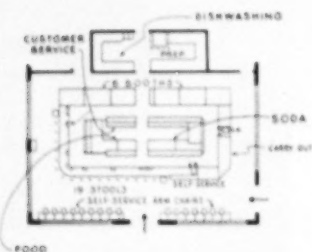
Carnation, in its pattern training stores, stresses the four basic functions, because they know how important they are to a balanced operation:

Illustrated is an ice cream store of the "entry type" drive-in; i.e., they provide off-street parking, and customers enter building.

1. Soda is behind open counter (**NOT WALL**) with free access to aisles for service.
2. Food is located on opposite side similar to soda with open aisle for payroll control.
3. Dishwashing is off floor. The volume warrants this and they can, therefore, afford this extra service.
4. Customer service is under counters and in island.

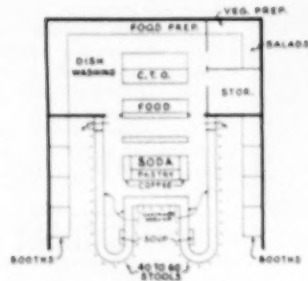
The booths are of the aisle service type, sometimes referred to as counter-booths. In addition, they have (in some

Carnation USES THIS APPROACH



**Heavy Soda
Light Food**

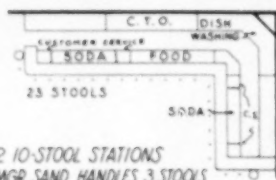
Sonlag IN CALIFORNIA



HEAVY FOOD-LIGHT SODA
PREDICATED ON LOW RATE OF PAY (DESIGNED DURING DEPRESSION). LONG RUNS FOR FOOD & DW EXPENSIVE TO RUN TODAY. REAR OF STORE "DROP IN" CONE NIL.

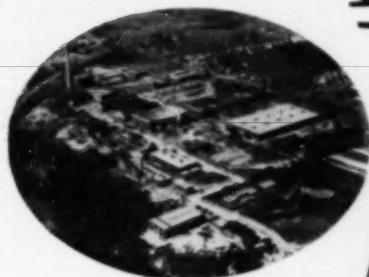
Rexall's

NEW APPROACH TO BEAT RISING COSTS



2 10-STOOL STATIONS
MGR. SAND. HANDLES 3 STOOLS
DISHES DROPPED DIRECTLY TO CORNER
DISHWASHING PART TIME -- LOW PAYROLL
(FULL TIME DISHWASHER - 40 EMPL. HRS.)
(PART TIME DISHWASHER - 44 EMPL. HRS.)

A NEW Source OF CERTIFIED FOOD COLORS*



Sterling's Hilton-Davis
Chemical Co. Division, Cin-
cinnati, Ohio, the home of
PARAKEET COLORS



A color chemist operating
spectrophotometer—one
step in our color control to
insure quality.



*offers a complete line of
Certified Food Colors manufactured
by a leader in the color field for 25 years

Write us for Prices and Detailed Information.

Sterwin Chemicals INC.
SUBSIDIARY OF STERLING DRUG INC.

170 VARICK STREET, NEW YORK 13, N. Y.
445 Lake Shore Drive, Chicago 11, Ill.
FACTORY: CINCINNATI, OHIO

Branch Offices:
Atlanta, Boston, Buffalo, Chicago, Dallas, Kansas City (Mo.), Los Angeles, Minneapolis, Portland (Ore.), St. Louis

WORLD'S LARGEST SUPPLIERS OF VANILLIN

layouts) self-service section for customers who wish to use the arm chairs. Also, they provide ample carry-out sections, since they are primarily in the ice cream business, but use food to augment and build volume.

Sontag in California

Sontag (part of Rexall chain) developed the layout shown during low rate of pay era in Southern California. (Most of these stores were designed during the depression.) They were based upon very heavy food business and light soda business. Their aim was to pull traffic into the store.

This type layout must necessarily be placed in the rear of the store because of the physical shape and the fact that they wished to pull customers through store and build a high-check average with full dinner menu. Because of this placement in the store, "drop-in" coke and soda business suffers. This soda service is slow because of the single soda station, and therefore, less attractive to "drop-in" soda trade in the afternoon when this business is needed.

Another chain that started about the same time as Sontag, developed a similar layout. However, in later installations, they have been evolving a new pattern around this general layout, showing a trend toward beating the high cost of operation.

Woolworth

Woolworth developed a skeleton and learned to operate it. They started with a snack bar (root beer barrel, ice

cream sandwich), then added hot dogs, later a small fountain. They proved to their satisfaction the workability of the layout before standardizing.

They operate on the basis of one soda station on the "hot end" of the fountain, food in the center and glass washing on the counter toward rear. Dishwashing is by dumbwaiter to other floor. They do not feature cooked-to-order, but feature soda, sandwiches, and limited hot food. They operate in basic units of 30 stools and duplicate entire lineup for longer fountain. They use wide aisles (approximately 3'6") for free circulation.

They standardize menu and shape and size of store (wherever possible), therefore, are able to standardize on layout.

They stress the four basic functions by building "space" into layout and by special equipment.

Thompson's Spa In Boston

The late Mr. Thompson designed a very unique method of operation. The original stores had a series of isolated bays of about 10 stools each. One person handled each bay. In the bay was (1) customer service, several pipes with faucets for coffee, tea, milk, etc. These pipes were supplied from another floor; (2) a panel board with numbered buttons corresponding to items on menu. When a button is pressed, it lights a light over a number in the service pantry (on another floor); (3) the item called for is placed on a dumbwaiter which is individual to each bay. (4) In the service pantry are a series of sandwich and salad stations to supply the bay. (5) In one store, I am advised, there are 100 of these bays. (6) Dishwashing is on another floor.

This type layout, while it does embody the four functions, needs extremely high, consistent volume to support it, because of extra services built into it.

Rexall's New Approach

The purpose of this approach has been two-fold: (1) to "open up" the store, allowing a more powerful over-all store layout, which is necessary in the modern superstores; (2) an attempt to meet rising costs of operation.

Food moves efficiently in two directions with a minimum of effort with no cross traffic. Each station is complete in facilities for the basic four functions:

1. SODA—self-contained—in front and back bar.
2. FOOD—centered, moves both ways (backed up by cooked-to-order).
3. DISHWASHING—dirty drops within stations, but personnel find it simple to "drop" dirties on dishwashing area which is in open, when they go to center for food.
4. CUSTOMER SERVICE—self-contained in each station under counter and on back bar.

For the above reasons, the layout has been able to produce an operating profit several points higher than conventional layout in the same area, and its actual performance has come within 0.4% of its projected performance in the lowest range of estimated volume, which means that as volume grows, its performance will be healthier in proportion.

Shore-Craft
STAINLESS STEEL 10.8 Fountain Accessories

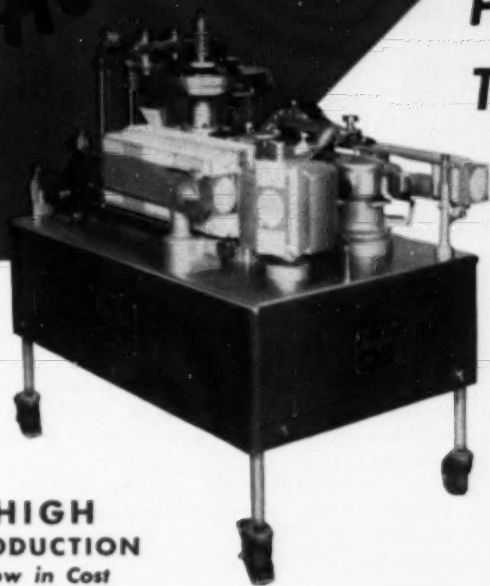
10.8 STAINLESS STEEL
Construction Throughout
Made in eight sizes, 8, 10, 12, 14, 16, 20, 24, 30, 40
With different color bakelite handles denoting different sizes

ICE CREAM BOX HOLDERS
Constructed of 10.8 stainless steel. Bakelite handle. Strong. Sturdy. Sanitary.

ICE CREAM SPOONS

FOR INFORMATION SEE YOUR DEALER OR WRITE
SHORE MACHINE CORPORATION
435 West 43rd Street New York 1, N. Y.
Manufacturers of SHORE-CRAFT Quality Fountain Accessories

**NEW!
AUTOMATIC!**



**HIGH
PRODUCTION**
Low in Cost

Pure-Pak adds
The **"JUNIOR"**

**ICE CREAM
PACKAGING
MACHINE**

20 to 60

PINTS

PER MINUTE

- Automatically Forms, Fills and Closes No. 2 Linerless Pint
- Also available for No. 2 Linerless Quart, or Ice Tray Package. (Prices on request)
- Packages 1, 2 or 3 Separate Flavors—in any of the 3 Types of Packages
- Precision-Built by the makers of Pure-Pak Milk-Packaging Machines
- The best buy on the market—Also available on Lease-Rental Plan

Mail THIS COUPON
TODAY →

Pure-Pak Division
EX-CELL-O CORPORATION
DETROIT 32

Pure-Pak Division—Ex-Cell-O Corporation . . . Detroit 32, Mich.

PLEASE SEND COMPLETE INFORMATION ON:

- ☐ Pure-Pak "Junior" Automatic Ice Cream Packaging Machine
- ☐ Pure-Pak Semi-Automatic Ice Cream Packaging Machine
- ☐ "Senior" High-speed Fully-Automatic Ice Cream Packaging Machine (up to 85 units per min.)

NAME _____

CITY _____

ZONE _____

STATE _____

ICF _____



HARLIE ZIMMERMAN, left, Quality Chekd Ice Cream Association managing director, and Norman Kloker, merchandising director, look over display material and ad proofs for the Quality Chekd February promotion of "Sweet Hearts," an entirely new idea in ice cream specialty items. More unique than the new shape of the "Sweet Hearts" is the manner of packaging them in transparent, heart-shaped, plastic cups.

Quality Chekd Introduces "Sweet Hearts"

"**S**WEET Hearts," embodying a completely new idea in ice cream products and in packaging are being introduced this month by Quality Chekd ice cream manufacturers. A February specialty in keeping with Valentine's Day, cherry ice cream "Sweet Hearts" are unique both in their shape and in the method of packaging them in transparent, heart-shaped, plastic cups.

This is the first known use of a plastic container for an ice cream specialty item of such small size and low price. Made of crystal polystyrene, the cups were fabricated by Michigan Molded Plastics, Inc., Dexter, Michigan.

Featured This Month

This new item is being featured this month by all the fifty-two Quality Chekd members whose sales territories now extend through twenty states from the East Coast to the Rockies.

The heart-shaped cup of transparent plastic with the Quality Chekd signature on the bottom will not be merchandized as a premium, according to Harlie Zimmerman, association managing director. Promotional emphasis, he said, is being centered on the ice cream specialty itself. The cups can, however, be reused in the home for such things as gelatin molds and candy and nut dishes so it is expected they will provide considerable impetus to sales of the "Sweet Hearts."

The "Sweet Hearts" come packed four to a box. Boxes have glassine covers so that the appetite appeal of the new item can be readily displayed in the ice cream cabinet.

Promotion of the Quality Chekd "Sweet Hearts" will be spearheaded by full color store posters which have been de-

signed both for use as wall posters and as overhead wire banners. Large cardboard easel window displays in full color will also be employed for the merchandising of the February special item. "Sweet Heart" lapel badges will be worn by store personnel in all retail outlets featuring the new item.

On the advertising side, newspaper ads on "Sweet Hearts" and radio spot announcements will be used in the promotion. The "Sweet Hearts" promotion this month is one of many new special events in the Quality Chekd 1950 program.

"We have planned our 1950 program with two aims in mind," said Mr. Kloker. "First is the production of outstanding items such as 'Sweet Hearts' with a good sales potential. Second is an aggressive and expanded advertising and merchandising program to actively push sales of the items."

How Program Is Developed

Explaining the manner, in which "Sweet Hearts" and other phases of the Quality Chekd program are developed, Harlie Zimmerman pointed out that members themselves do a good deal of the spadework through association committees. The Quality Chekd advisory advertising committee and production committee work closely with the association staff and the advertising agency, Campbell-Mithun, Chicago, to produce the annual program.

Heading the association's advisory advertising committee this year is V. M. Orear, Ideal Pure Milk Co., Evansville, Ind. Ray Drew, Shurtleff Ice Cream Co., Janesville, Wis., is chairman of the production committee.

IT'S READY!

Thanks for Waiting

A comprehensive new bulletin on the complete Marlo line of air conditioning units, with many new illustrations and simple explanations of many new designs.



Send for your free copy!

MARLO COIL CO.

6133 Manchester Road, St. Louis 10, Mo.

Gentlemen: Please send your new "Air Conditioning Units" bulletin to

Name

Company Name

Address

City Zone State

Marlo

COIL COMPANY • SAINT LOUIS 10, MISSOURI



"Flaming Sundaes"

ENJOYING LAUGHS and profits from the Liggett's Flaming Sundae are (left to right) Otto Eckerlin, District Soda Supervisor; Ella Wheeler and Victor Rongo, store employees; and Sam A. Morgan, the Chain's soda merchandising executive. Note the point-of-sale displays.



Idea of the Month

PATRONS of the Liggett Drug Stores on the East Coast were startled early in January to learn of a "Fire Sale" that was being featured at the soda fountains of these establishments.

When the customers had blinked their eyes and looked again, they saw that the signs read "Fire FOR Sale" and that they pertained to a 29c Flaming Nut Sundae which the Liggett stores were merchandising in spectacular fashion.

Spectacular is a conservative word. Besides the extensive point-of-sale posters, pennants, and streamers painted in screaming red which decorated the stores, each soda clerk wore a plastic miniature of the traditional fireman's helmet, (see photograph at top of this page) and to further the illusion blew a siren whistle every time one of the unique concoctions was sold.

"Pyromaniac's Delight"

Referred to as a "Pyromaniac's Delight" in the inner sanctum circles at Liggett's, the special sundae consisted of a half-pint of vanilla ice cream, topped by a teaspoonful of chopped nuts, 1½ ounces of hot chocolate fudge, half a marshmallow, and one cube of cocktail sugar saturated with a few drops of lemon extract. Fountain dispensers were instructed to cut the ice cream lengthwise and place it in a banana split dish. The hot fudge and nuts were then to be applied. The clerk would then place the half marshmallow in the center and top it with the sugar freshly moistened with lemon extract. After applying a lighted match to the sugar, the clerk would serve the Flaming Sundae to the customer. The sugar burned brightly because the lemon extract contains about 80 per cent alcohol.

Preliminary sales reports were described as "phenomenal" by Sam Morgan, soda merchandising executive for the chain. He disclosed that in the first week of the scheduled 14-day campaign four times as many Flaming Sundaes were sold as any other ice cream concoction. Furthermore,

better investment!

Even though initial cost may be the same regardless of which ice cream cabinet you may buy, a big difference in profit invariably shows up in a Nelson.

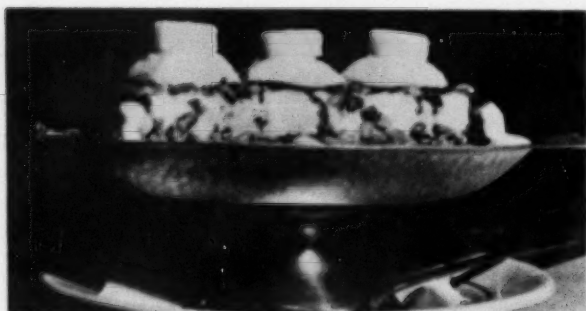
The answer lies mainly in Nelson's proved dependability which promises many extra years of trouble-free performance. Better engineering, more careful construction and the finest materials, backed by 53 years of experience, can only mean one thing to the buyer of equipment — less maintenance expense and lower operating cost add up to greater net earnings.

When you buy Nelson Ice Cream Cabinets you make a better investment because every dollar saved on up-keep produces an extra dollar in profit.



★ write for
complete catalog

C. NELSON MANUFACTURING CO. 4014 N. Union Boulevard, St. Louis 16, Mo.



total gallonage for the 150 stores more than doubled the ice cream volume recorded in any previous comparable one-week period.

Mr. Morgan said that prior to the campaign it was estimated that 150,000 of the super sundaes would be sold. Sales figures indicate however that more than 300,000 were sold in all the stores participating in the promotion, according to Mr. Morgan.

Housewives were intrigued by the novelty, and many asked for recipes for the sundae. These were given freely by soda clerks and the result has been manifested in expressions of customer good will, publicity, and added sales, Mr. Morgan said.

Speaking of publicity, news of Liggett's sensational promotion has been published in many newspapers and magazines in the cities where the Flaming Sundaes were sold.

The *New York World Telegram* ran a three-column feature story with two pictures, and *Life*, *Look*, and *Quick* magazines have expressed their intention of spotlighting one of the best attention-getting items the ice cream industry has known in recent years.

In Pittsfield, Massachusetts, Fire Chief Thomas F. Burke—perhaps with an eye to the inevitable publicity—poured cold water on Liggett's attempt to sell the Flaming Sundae. He said the concoction was a fire hazard to ladies' fur coats, girls' sweaters, and men's whiskers. "You can't serve it here," Chief Burke told the local Liggett manager.

But the Liggett high command prepared to contest Chief Burke's ruling. Mr. Morgan, for example, rejected the (genuine) fireman's assertion that the Flaming Sundae was a menace to property. "It's about as dangerous as a lighted cigarette," he declared.

Meanwhile, citizens of Pittsfield, interested by the controversy, rushed into the Liggett store to investigate—and also to purchase—one or two or more of the Flaming Sundaes.

Naturally, the Liggett management is elated over the public (and press) reaction to their brain child. With a joyous eye on the January sales charts, Mr. Morgan disclosed that the chain plans to follow up the current promotion with similar monthly programs throughout 1950. All of which will no doubt make for very exciting moments around the Liggett offices and cash registers.

Successful Ice Cream Manufacturers Find

ALPHA TOPS



VANILLA CONCENTRATES
DOUBLE DUTY CHOCOLATE
(Swiss Style)
FLAVOR SPECIALTIES
STABILIZERS



PURE VANILLAS
FRUIT & NUT SPECIALTIES
SWIRLS (Variegated Ice Cream)
CHERRIES

ALPHA AROMATICS Inc.

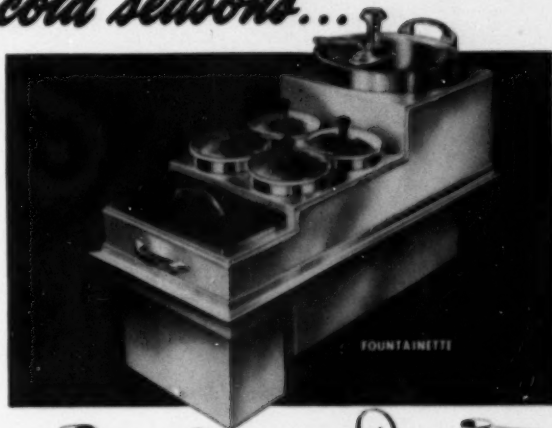
656 Third Ave.

Brooklyn 3, N. Y.



Hot profits...for cold seasons...

Your bulk ice cream volume will go up when you add Helmco-Lacy sales tools to your merchandising program. Install H-L Fudge Warmers and the H-L Fountainette in your dry stops. Hot Fudge Sundae — your ice cream covered with any of many delicious hot sauces means greater volume — greater profit — greater customer satisfaction — a smart ice cream promotion. Increase your retailer's merchandising ability by supplying self-liquidating H-L equipment — merchandising tools that pay for themselves out of increased business. Helmco-Lacy Warmers come in five sizes — a size for every need — with list prices beginning at only \$18.50. Remember, too, the H-L Fountainette — fits any standard freezer cabinet — and lists at only \$99.50. So, to make ice cream more attractive to the public — to increase sales to low gallonage stops — to open new accounts — to sell more bulk this winter and the rest of the year — give your retailers Helmco-Lacy sales tools. Write for further details.



HOT CUPS



"TWIN-SINGLE"



DOUBLE WARMERS



SERVICE STATIONS

Helmco-Lacy fountain accessories — famous for twenty-five years.

1215 Fullerton Ave., Chicago 14, Ill.

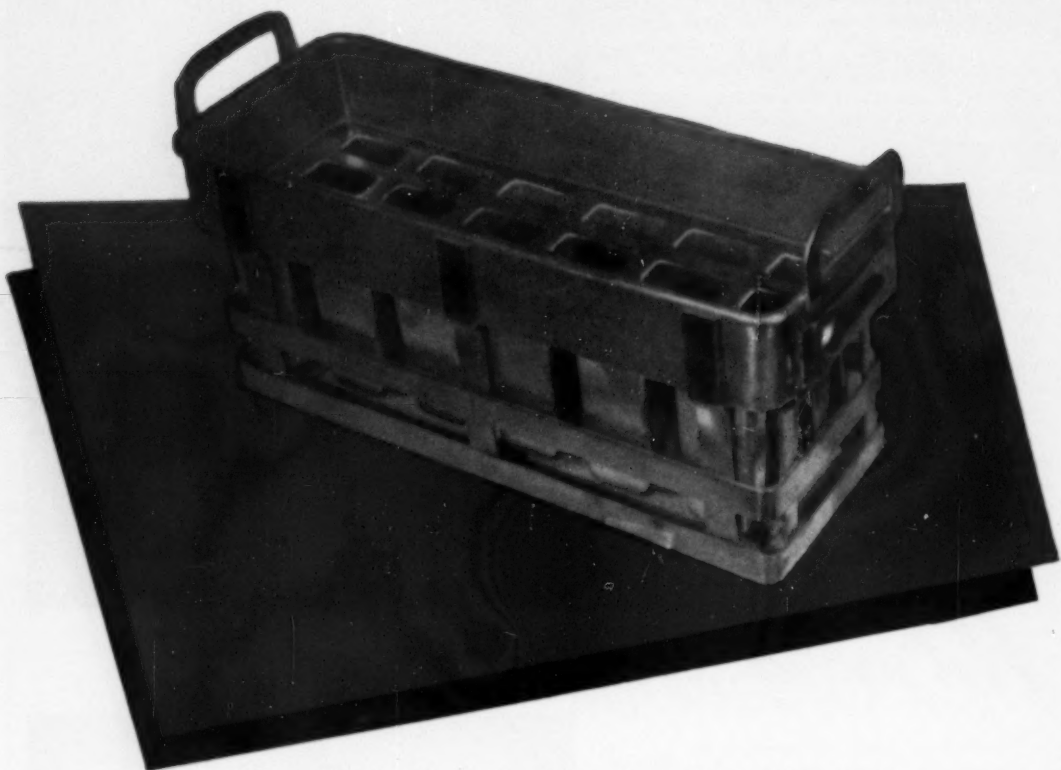
Eastern Sales Office: 122 E. 25th St., New York 10

Western Sales Office: 950 S. Flower St., Los Angeles 15

Helmco-Lacy



The FULTON MOLD for Stick Confections



The FULTON mold is the perfect mold for stick confections. All molds sold out-right, designed for heavy duty service, available for immediate delivery.

Pans and cups made of copper and heavily hot tinned. Baskets, handles and bumpers made of polished stainless steel and welded together and so designed to protect cups from every angle.

Single molds available in 3-3 $\frac{1}{4}$ -3 $\frac{1}{2}$ -4 oz.	\$34.50
Twin molds available in 4 oz. only	42.50

Here are the reasons for buying FULTON molds.

- No royalties to pay on units.
- The FULTON mold is a better constructed mold.
- The FULTON mold will outlast any other mold because the stainless steel basket protects the cup from injury in every direction and allows the free flow of brine all around the cup permitting quick freezing of the product.
- The FULTON mold will give you a neater product.
- The FULTON mold will transmit refrigeration much faster.

Please fill in the attached coupon for immediate action.

FULTON ENGINEERING CO.

37-25 Vernon Boulevard

Long Island City 1, N. Y.

Fulton Engineering Company
37-25 Vernon Boulevard, Long Island City 1, N. Y.

☐ Please send complete information on Molds

☐ Send us _____ Single Molds

☐ Send us _____ Double Molds

NAME _____

CITY _____

ZONE _____

STATE _____

P
RODUCTION

S
E
R
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E
S

SANITATION STANDARDS

topic of the month

MAINTENANCE of high standards of sanitation in ice cream plants has been considerably facilitated in recent years by the use of modern painting techniques. The development of new raw material and processes has solved many industrial painting problems, and effecting sanitary order with the use of paints is no longer too difficult or too costly.

In general, it may be said that sanitation in ice cream plants may be divided into two phases, namely: (1) use of the appropriate bactericide, and (2) establishment and maintenance of surfaces that are easy to keep clean. Paint manufacturers have devoted much time and effort to these problems, and via extensive research have lifted painting procedures from trial and error methods to a predetermined level of satisfaction.

According to A. B. Clapp of the Steelcote Manufacturing Company, St. Louis, Missouri, a firm that has pioneered in this important field, the corrosion and destruction of plant property is the same regardless of where located or for what purpose used. Hot and cold water, heat, steam, acids, syrup, sugar, alkali, mold, grease, salt brine, and similar substances make proper sanitation difficult to achieve. Of course, plants are not alike, structurally speaking. The surface areas of walls, floors, machinery, and

equipment to be kept clean may vary considerably as to porosity but in every case the primary approach to sanitation is to seal surfaces tight against absorption of water and foreign matter, Mr. Clapp pointed out.

Proper preparation of the surface is essential to a successful painting job, experience has shown. Circumstances and conditions that surround each individual job have a decided bearing on the proper course to be followed but in all cases before any enamel is applied it is necessary to: (1) Wipe and clean off dirt and dust. (2) Wash and remove all traces of grease, wax, oil, calcimine, or casein paint with cleaning powders or soap. (3) Treat walls and ceilings to destroy mold and mildew, when necessary. (4) Remove rust with scraper, wire brush, sand blast, or sandpaper.

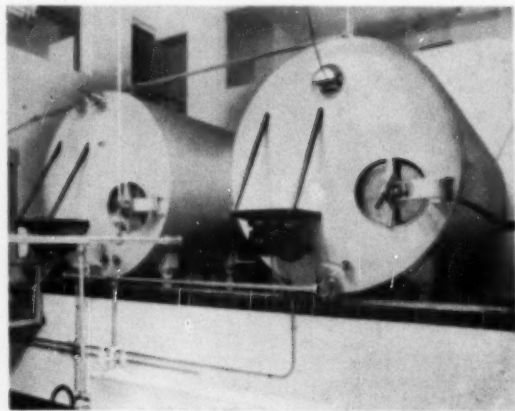
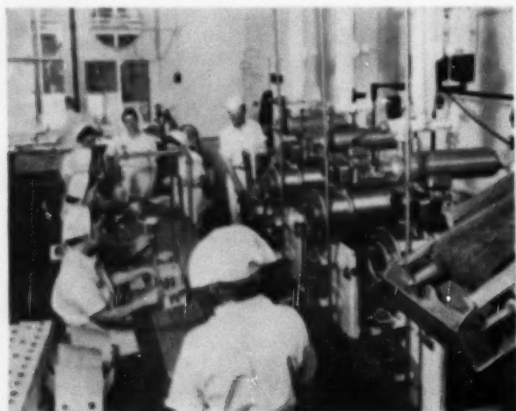
Mr. Clapp emphasized that it is equally important that new surfaces be conditioned before they are painted. Newly-plastered, cement or concrete wall or floor surfaces contain free lime and alkali. The amount may vary widely. Paint failures from saponification (formation of soap) are frequent where oil base paints are applied before the free lime is neutralized. The neutralizing treatment most

(Continued on page 76)

A SCENE in the Franklin Ice Cream Company's Kansas City (Missouri) ice cream plant is shown in the bottom left photograph. Regular applications of Damp-Tex Enamel, a product of the Steelcote Manufacturing Company, St. Louis, help maintain high standards

of sanitation. The photo also shows a battery of three 60-gallon per hour continuous freezers and a fruit feeder. These were manufactured by the Creamery Package Manufacturing Company, national distributors of Damp-Tex products to the dairy industry. In the

photograph at the right, an interior view of the Foremost Dairies' Jacksonville (Florida) ice cream plant is seen. Damp-Tex is used on walls and equipment in this plant for sanitation purposes, as it is in many plants throughout the country.





When you use

VELVA-CREME,

The Supreme Ice Cream Stabilizer, . . . You have the Right Combination to Make Fine, Full-Bodied, Smooth-Textured Ice Cream.

**ORDER A TRIAL DRUM TODAY AND SEE WHY
3 OF EVERY 4 COME BACK FOR MORE!**

GERMANTOWN *Manufacturing Co.*

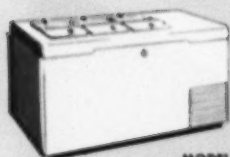
5100 LANCASTER AVE., PHILADELPHIA 31, PA.

Startling NEW

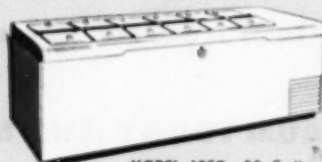
For 1950, Schaefer gives you the most beauty, the most capacity and the most complete line of ice cream cabinets ever offered. A model for every requirement—each with proved Schaefer quality and performance.



MODEL 8EC—capacity, 55 gallons,
70 $\frac{1}{2}$ " long, 30 $\frac{1}{2}$ " wide, 33 $\frac{1}{2}$ " high



MODEL 6EC—40 Gal. bulk, 58 $\frac{1}{2}$ "
long, 30 $\frac{1}{2}$ " wide, 33 $\frac{1}{2}$ " high



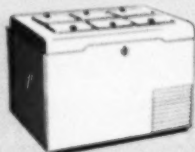
MODEL 12EC—80 Gallons bulk
95 $\frac{1}{2}$ " long, 30 $\frac{1}{2}$ " wide, 33 $\frac{1}{2}$ " high



10 GALLONEER—10 Gal.
bulk, 30 $\frac{1}{2}$ " long, 21 $\frac{1}{2}$ "
wide, 37 $\frac{1}{4}$ " high. Superstruc-
ture optional at extra cost.



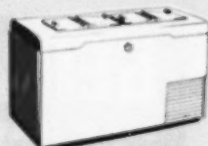
MODEL 4CD—17 $\frac{1}{2}$ Gallons bulk,
32 $\frac{1}{2}$ " long, 30 $\frac{1}{2}$ " wide, 33 $\frac{1}{2}$ " high



MODEL 6CD—27 $\frac{1}{2}$ Gallons bulk,
45 $\frac{1}{2}$ " long, 30 $\frac{1}{2}$ " wide, 33 $\frac{1}{2}$ " high



MODEL 8CD—42 $\frac{1}{2}$ Gallons bulk,
57 $\frac{1}{2}$ " long, 30 $\frac{1}{2}$ " wide, 33 $\frac{1}{2}$ " high



MODEL 4CS—20 Gallons bulk,
53 $\frac{1}{2}$ " long, 21 $\frac{1}{2}$ " wide, 33 $\frac{1}{2}$ " high

BEAUTY

and ALL the
Features You've
Always Wanted



CLEARVIEW MODEL "13" with picture
superstructure. Mirror type also available.
58 3/8" long, 30 1/8" wide, 36" high.



COMPARE SCHAEFER

Advantages

New streamlined superstructures
invite impulse buying.

All-steel construction, extra strong
for better service and longer life.

No wood to warp or swell.

New finger-tip, ball bearing doors
of triple Thermopane. Stainless
steel frames.

Refrigerated partitions give every
compartment refrigeration on all
four sides.

Every package has direct contact
with prime refrigeration surface.

New fabricated, wide flange base.

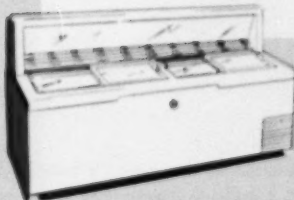
Narrower width to allow passage
through most any door.

Highly efficient Fiberglas insula-
tion, completely sealed in cabinet.

Maintains ice cream at peak quality.

Dependable Schaefer hermetically
sealed, pull-out type condensing
unit.

*Picture or mirror superstructures for all
Clearview models optional at extra cost.*



CLEARVIEW
MODEL "28"
109 1/8" long,
30 1/8" wide,
36" high.



CLEARVIEW MODEL "20"—
82 1/8" long, 30 1/8" wide, 36" high.

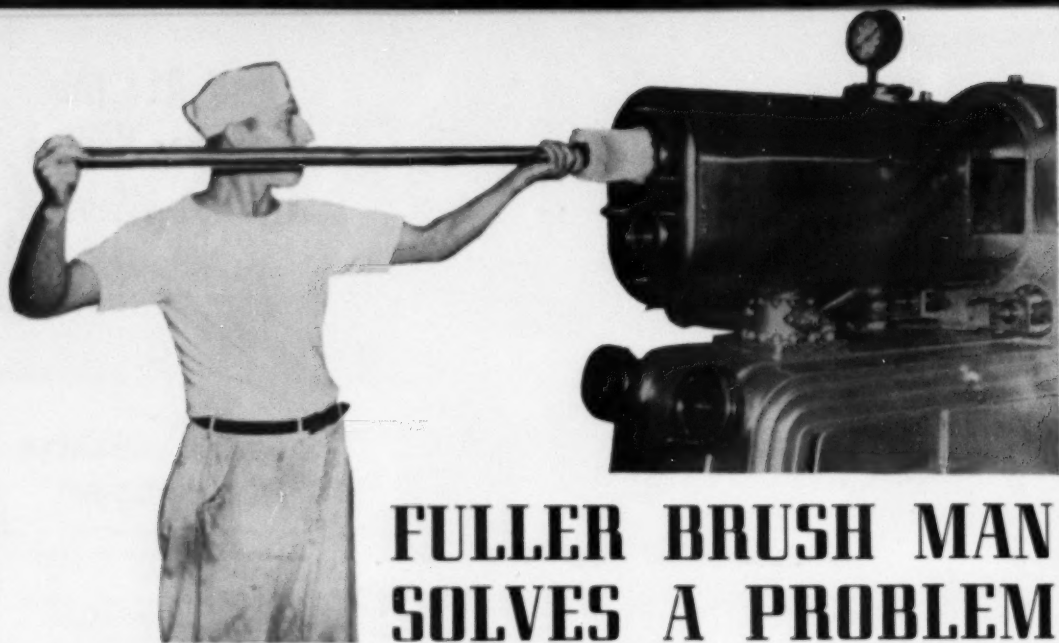


CLEARVIEW MODEL "8"—45 1/8"
long, 30 1/8" wide, 36" high.

Schaefer
— INC —

SINCE 1929 • MINNEAPOLIS

Manufacturers of Schaefer Ice Cream Cabinets, Clearview
Ice Cream and Frozen Food Merchandising-Display
Cabinets, Pak-A-Way Home and Farm Freezers.



FULLER BRUSH MAN SOLVES A PROBLEM

PREVIOUS to the summer of 1948, a supervisor of a New York City Ice Cream Company plant had struggled with the problem of cleaning the barrels of continuous freezers. He liked the machine with its clean design, yet he worried whenever he watched one of his men cleaning the freezing cylinder. Was the man loafing on the job, or was it really necessary to scrub, and scrub and scrub? And in spite of all the scrubbing he was never satisfied that the walls of this stainless steel freezing cylinder had been thoroughly cleaned of incipient casein formations. Finally he decided that here was the spot for a special brush.

At that time, the brush for thoroughly cleaning this cylinder in a few seconds was yet to be invented. The management knew the Fuller Brush Company had developed special brushes for cleaning dairy tubes; so it seemed reasonable that the firm might produce a brush for this freezer. So a Fuller engineer was asked to study the problem and he came up with a brush of most unusual design—one that the ice cream company reports does the cleaning job in five to ten strokes.

This brush consists of two parts; a permanent stainless steel shaft, and a hollow, demountable brush-head. Incidentally, except for the white nylon brush material, this brush-head is also stainless steel—so that the entire brush may be sterilized. However, the unusual feature of this brush is the arrangement of the brush material. It faces forward at about forty-five degrees to the shaft. Consequently, when this brush is run into the cylinder, the pressure is *against* the direction in which the brush material normally lies. This is said to be the reason for the remarkable scouring action, and for the reduction in cleaning time.

The design of the demountable brush-head was made possible through the use of Fullergript brush strip. This consists of brush material closely packed around an anchor wire in a U-shaped metal channel. This channel-backed brush strip can be formed into almost any shape—in this case it was spiralled at an angle into a coil. With its anchoring screws this coil is all there is to the brush head.

This special Fullergript brush, in addition to being a time-saver, likewise reduces brush costs. Previous to 1948 the freezer had been cleaned with fibre hand brushes, which had to be replaced each month. Yet at the time the picture on this page was taken, in the summer of 1949, the Fullergript brush had been in constant service for one year, and was considered to be still in excellent condition.

As mentioned earlier, this special brush for cleaning the freezer cylinder bears some resemblance to an earlier brush developed by Fuller for dairy tube cleaning. Here again is a case where a new type of product was created. Until a few years ago twisted-in-wire brushes were attached to the end of a rotating arbor, and dairy tubes were passed onto this arbor, so that the brush could remove deposits before they formed milkstone. However, Fuller was not satisfied with twisted-in-wire construction for this purpose. It was felt that a dairy tube brush needed much greater density for thorough cleaning and for longer service life. Consequently, Fullergript engineers employed a permanent core of stainless steel, specially designed for quick mounting of a close-wound Fullergript coil. The mounting of this coil places the brush material at right angles to the core. Because the coil is demountable, its position on the core can be reversed periodically, and the wear distributed. Thus this brush has a life four to six times longer than the older style.

**All the true, rich flavor
of the chocolate bean...
makes Johnston coating**

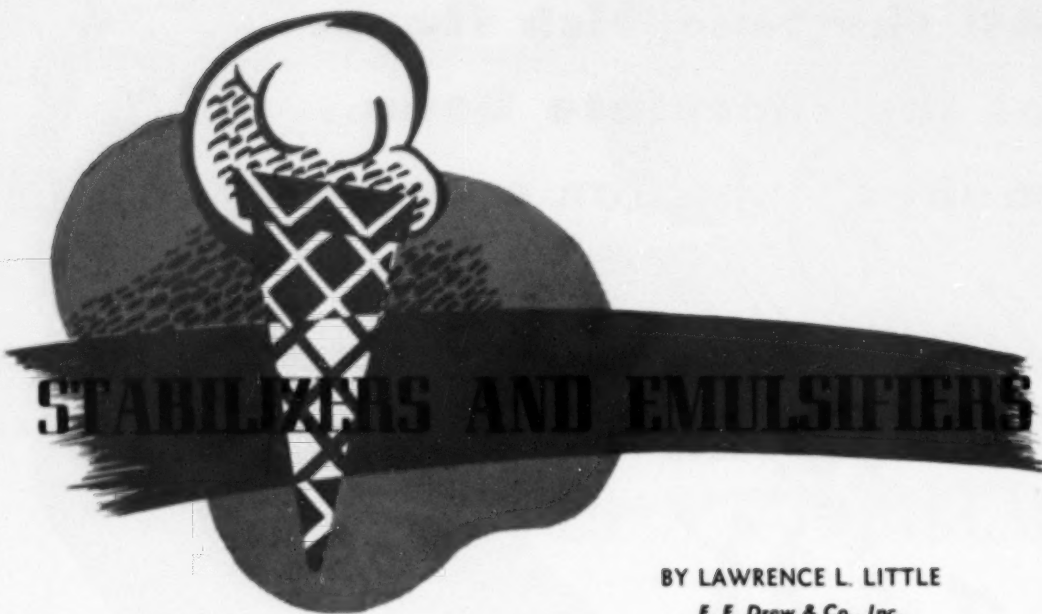
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FREE — Sales helps to bring you extra profits!

Ask your Johnston Representative about proven sales helps to boost your profits. And, remember, when you use Johnston coating, you're using the finest. Real chocolate flavor brings 'em back for more and more!





BY LAWRENCE L. LITTLE

*E. F. Drew & Co., Inc.
Boonton, New Jersey*

THE function of stabilizers and emulsifiers in ice cream is so closely related and overlapping that it is often difficult to make any clear cut distinction between the function of one and the other.

Ice cream stabilizers are hydrophilic colloids capable of absorbing enormous quantities of water and preventing the formation of large ice crystals when the ice cream is hardened.

Two Antagonistic Systems

Ice cream contains two antagonistic systems—fat and water—and special agents are required to unite them into one harmonious system. Ice cream emulsifiers are such agents. They are hybrid compounds derived from fats. Their molecular structure contains groups that are fat soluble and groups that are water soluble. Their function is to develop an attraction, or cohesion, between the fat and water phases of the mix. This cohesion between the incompatible fat and water phase is reflected in a more uniform fat dispersion in the mix, improved whipping ability, and an ice cream with smoother texture and greater taste appeal.

Ice cream contains both stabilizers and emulsifiers as natural ingredients. Milk proteins are hydrophilic colloids, they absorb water and hold it as water of hydration, and they retard the formation of large ice crystals in ice cream and are, therefore, stabilizing agents. Proper serum solids content is essential to good body and texture. How-

ever, milk proteins alone do not provide adequate stabilization and the stabilizing action of the milk proteins is supplemented by the use of additional hydrophilic colloid.

Milk proteins also have emulsifying properties. The protein is adsorbed on the surface of the fat globules and creates an attraction between the fat globules and the water. This adsorbed protein further contributes emulsifying action by its ability to ionize and give a negative charge to the fat globules. Ions of the same sign repel, and a repulsive force is set up that helps to keep the fat globules dispersed.

Lecithin is the natural emulsifying agent in milk. It is a derivative of natural fat in which one of the three fatty acids have been replaced by phosphoric acid and the phosphoric acid further reacted with a highly water soluble compound called choline. The choline group forms a loosely bonded tie to some of the milk proteins, so that actually the natural emulsifying agent of milk is a lecithin-protein complex.

The fatty acids of the lecithin are soluble in fat but insoluble in water, and the phosphoric acid-choline-protein complex is soluble in water but insoluble in fat. This dual solubility forms a basic principles of emulsification. The fatty acids of the lecithin dissolve in the butterfat with the water soluble protein complex groups oriented at the surface of the fat globules and extending into the water phase of the milk. The water soluble groups absorb water and hold it as water of hydration. This produces the unique

and desirable situation of the fat globules actually becoming hydrated and bound to the water in the one continuous system. These hydrated fat globules function very much as hydrated colloid particles of stabilizer in preventing the formation of large ice crystals when the ice cream is hardened.

Need for Additional Emulsifying Agent

Since milk contains a natural emulsifying agent it is logical to question the need for additional emulsifying agent in ice cream. To answer this question, one should consider some of the changes that take place in converting milk into ice cream.

The formulating of an ice cream mix disturbs the natural balance of the constituents of milk and dissipates considerable of the natural emulsifying agent in milk. The process of homogenization of an ice cream mix reduces the size of the fat globules to approximately one-tenth that of the fat globules of milk. This produces a ten fold increase in the surface area of the fat. If we assume that lecithin is present in milk in just sufficient quantities to envelop the surface of the fat globules with a mono-molecular layer of emulsifier, then the amount of emulsifier needed is directly proportional to the surface area of the fat. On this basis of reasoning, an ice cream mix should contain ten times as much emulsifier in the fat as is present in the fat of milk. Some of the lecithin is lost in the processing of milk, so that actually there is less lecithin in the fat of ice cream than is present in the fat of milk.

If further proof is desired, the beneficial results of egg yolk in ice cream is conclusive evidence. Egg yolk contains a relatively high percentage of a lecithin-protein complex similar to that occurring in milk, and the beneficial results of egg yolk in ice cream are due to the emulsifying property of the lecithin-protein complex.

Stabilizers

The primary function of the stabilizer is to prevent the growth of large ice crystals during the hardening and storage of ice cream. This is because the stabilizer absorbs considerable water and holds it as bound water of hydration. This bound water of hydration is not converted into ice cream when the ice cream is hardened, and is given up only slowly while the ice cream is in storage. These hydrated stabilizer particles retard the growth of large ice crystals into two ways: (1) They reduce the amount of water that must be converted into ice when the ice cream is hardened, and (2) the large hydrated particles of stabilizer interfere with ice crystal growth by deflecting ice crystallization into more numerous and smaller crystals.

The amount of stabilizer required is proportional to the amount of water in the mix. Higher fat and total solids mixes require less stabilizer than lower fat and total solids mixes. In addition, the amount of stabilizer is varied according to the characteristics desired in the finished ice cream.

There is a rather wide selection of basic materials that

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1. Made from vanilla beans cured under our rigid specifications.
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Write today for a sample gallon of Massey's Vanilla made from straight Mexican or Madagascar Bourbon Vanilla beans, or a blend of Mexican, Bourbon, Java or South American beans, with or without added vanillin. We also make a complete line of imitation vanillas, vanilla blends, and vanilla concentrates.

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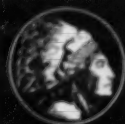


Selection starts with the green vanilla beans. Typical samples shown above.



One of the many inspections during the cutting of Massey's Vanilla Beans.

Massey's Vanillas



again in '50 the SWING is to **SAVAGE** ICE CREAM CABINETS

look on
PAGE 3
and find
out why!

have proven effective as ice cream stabilizers. Each basic material has distinctive characteristics that are desirable in ice cream, and unfortunately, each one also has certain definite shortcomings.

An ideal ice cream stabilizer should possess the following characteristics

1. Readily dispersible in the mix.
2. Not cause excessive viscosity.
3. Not cause whey separation of the mix.
4. Hydrate fully when the mix is cooled.
5. Not cause permanent foam in the mix.
6. Give a perfect score on body and texture.
7. Not affect the normal melt down of the ice cream.
8. Maintain its effectiveness over reasonably long periods of storage.

None Meet These Conditions

None of the basic stabilizers fully meet all the above conditions. With the exception of gelatin and sodium alginate, basic stabilizers are seldom used alone but in compounds containing two or more stabilizers. By combining two or more basic materials it is possible to take advantage of the desirable properties of individual products and eliminate or minimize the shortcomings in any one specific stabilizer.

When separation is a defect that is occasionally encountered in the ice cream mix. It is usually caused by using too much of certain specific stabilizers. Locust bean and Garaya gum are very active in causing whey separation. Pectin and cellulose gum occasionally cause this trouble when used alone. The reason for whey separation is not fully understood, but it is a combination of the physico-chemical properties of both stabilizer and milk proteins, and is partially dependent upon the susceptibility of the milk proteins. Locust beans and Karaya gums usually cause whey separation regardless of the susceptibility of the milk proteins. Pectin and cellulose gum cause separation only when the milk proteins are susceptible. Mixes made from skim milk powder are usually susceptible to whey separation, and this can be used as the basis for determining the tendency of stabilizers to cause whey separation.

Most every ice cream maker has at some time experienced difficulty in cooling a mix because of excessive viscosity.

This article is based on a talk delivered before the Production Section at the recent convention of the National Association of Retail Ice Cream Manufacturers.

The stabilizer is usually the cause of this condition. Some basic stabilizers produce a very viscous mix, and if fully stabilized ice cream is desired, the mix is apt to congeal and cause trouble in cooling. This excessive viscosity can be avoided by the use of a blended product containing a high viscosity and a low viscosity basic stabilizer.

Emulsifying Agents

Commercial ice cream emulsifying agents are similar to lecithin, except they are much simpler. They are hybrid compounds containing a fat soluble group and a water soluble group in the same molecule. The soluble group is a fatty acid, usually stearic acid. The water soluble group is usually a polyhydric alcohol.

The function of an emulsifying agent in ice cream will depend very largely upon its solubility characteristics. If the emulsifier is fat soluble and water insoluble it will dissolve in the fat and orient itself at the fat globules with the water soluble groups extending into the water phase and holding a film of water around the fat globules as bound water of hydration. This is reflected in improved whipping ability because the hydrated fat globules strengthen rather than weaken the air cell walls. Such emulsifiers enhance the stabilizer, and they give a type of stabilization that cannot be obtained from a stabilizer alone. When fat soluble emulsifiers are used it is usually desirable to reduce the amount of stabilizer slightly in order to avoid over stabilization. However, the emulsifier does not replace the stabilizer.

If the emulsifier is water soluble it will remain in the water phase of the mix and function quite differently. The emulsifier will migrate to the junction between the water and the fat globules, with the fat soluble groups touching and wetting the fat. This also produces an attraction between the fat and water phase, but in this instance, the attraction is developed through the water phase of the mix. Water soluble emulsifying agents also cause the fat globules to reinforce rather than weaken the air cell walls, and they are dynamic whipping agents. They are also distinctly more effective than fat soluble emulsifying agents in drying the ice cream at the freezer. Water soluble emulsifying agents function at much lower concentrations than fat soluble emulsifiers. Fat soluble types are normally used at from 0.10 to 0.20 of one per cent, while water soluble types are usually used at from 0.02 to 0.05 of one per cent.

Water soluble types of emulsifying agents do not contribute any appreciable stabilization to the ice cream. However, it is becoming a common practice to combine the

two types of emulsifying agents in order to obtain the desirable properties of each type. When the two types are combined they give improved whipping to a very high degree. The fat soluble type will hydrate the fat globules and enhance the stabilizer, while the water soluble type functions primarily in drying the ice cream at the freezer.

The lecithin-protein complex of milk and egg yolk is both fat and water soluble, and its function is dependent upon whether it is present in the fat or water phase. The lecithin-protein complex of both milk and egg yolk is associated with the fat by nature, and so long as it remains associated with the fat it functions very much as a commercial fat soluble emulsifying agent. During the process of freezing and whipping part of the lecithin-protein complex is transferred from the fat to the water phase where it is very effective in drying from the ice cream at the freezer and functions somewhat like commercial water soluble emulsifying agents. This is a unique feature of egg yolk that is not true with commercial emulsifying agents. However, there is an obvious objection to this feature of egg yolk because there is no means of controlling the amount of lecithin that will be transferred to the water phase.

There is one other distinct difference in the performance of lecithin-protein complex and commercial water soluble emulsifying agents. It has been observed that when lecithin is transferred from the fat to the water phase, it acts as a foam breaking agent. This is not the case with commercial water soluble emulsifiers because they are strong

whipping agents. This anti-foaming characteristic of lecithin in the water phase of an ice cream mix probably accounts for the inferior whipping properties of egg yolk compared to commercial emulsifiers. Egg yolk is an effective whipping agent, but as the freezing and whipping process continues, the lecithin is progressively transferred to the water phase where it acts as a deterrent to overrun. This will eventually level off so that the anti-whipping characteristics off set the whipping properties.

The modern concept of stabilization embodies both stabilization and emulsification. Most effective stabilization is usually obtained by the scientific blending of two or more basic stabilizing materials so as to eliminate inherent faults of individual products and combine and enhance their desirable properties.

Stabilization is usually not complete without additional emulsifying agent. The emulsifier enhances the stabilizing value of the butterfat and thereby provides a type of stabilization that cannot be obtained from a stabilizer alone. Maximum benefits from the emulsifier are obtained when a combination of fat soluble and water soluble types are used.

The effective blending of the basic stabilizing materials and the two types of emulsifiers is a tedious job that involves considerable time, experimentation, and "know how." However, most stabilizer manufacturers are in a position to advise in this respect, and have developed combinations of these basic types of materials that combine complete stabilization and emulsification wrapped up in one product.



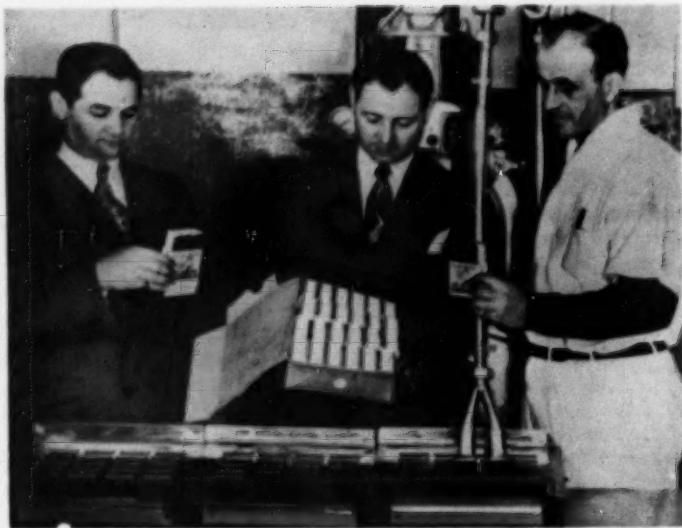
The advertisement features a large, dark glass bottle of Van-Sal Concentrated Vanilla Extract. The bottle has a label with a star and the text "VAN-SAL VANILLAS". Above the bottle, a circular logo contains the text "THE INDUSTRIES" and "No. 1 VANILLA". To the right of the bottle, the text "Van-Sal Plus Values" is written in a large, stylized font. Below this, the text "Here's What Van-Sal Will Do For You" is written in a bold, sans-serif font. The background is dark with a subtle pattern.

Van-Sal Plus Values

Here's What Van-Sal Will Do For You

Buying Van-Sal is more than a routine purchase . . . more than an order of a gallon, or ten gallons, or a barrel of vanilla. Buying Van-Sal is a security . . . the sureness of knowing that you are getting the very finest . . . the kind of vanilla that more people prefer for its deep rich goodness and outstanding flavor. And Van-Sal is economical. It costs less because it goes farther . . . flavors more gallons of finished ice cream. Why not enjoy these Van-Sal plus values throughout 1950? A test will tell . . . and will gladly prove it.

S. H. MAHONEY EXTRACT CO.
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LOOKING OVER the means and the end of the LeRoy Foods sandwich-making process are (from left to right) Jack Kroll, who with brother Abe (not present when picture was taken) supervises the production end of Kroll Brothers Ice Cream Products, Brooklyn, New York; brother Mickey Kroll, who handles the sales end of the business; and Nate Cooperman, who serves as foreman at the firm's plant. The firm sells its products in the metropolitan New York and New Jersey areas under the trade name "Dairycrest," with special emphasis on novelties. The firm reports that demand for the LeRoy individually-packaged ice cream sandwich is such that sales have recently doubled on this particular item. The reason? "A good value," the firm reports.

High Speed Sandwiches

HOW an independent ice cream manufacturer has built a novelty business is well illustrated by the operation of Kroll Brothers Ice Cream Products of 265 Christopher Avenue, Brooklyn, New York. Under the trade name, "Dairycrest," the products of this plant are sold in metropolitan New York and New Jersey.

With emphasis on novelties, the Kroll Brothers keep busy a sizable battery of freezers to make most items in demand in the big city. The firm is a partnership with Mickey Kroll handling sales, Abe and Jack Kroll on production and plant supervision. The competent foreman is Nate Cooperman.

New Techniques

Aiming to speed up production while holding down overhead, this independent plant is installing several of the newest developments in equipment and techniques. Most recent is the patented process to make the Pure Maid Ice Cream Sandwich, an innovation of LeRoy Foods, Inc., of Brooklyn, New York.

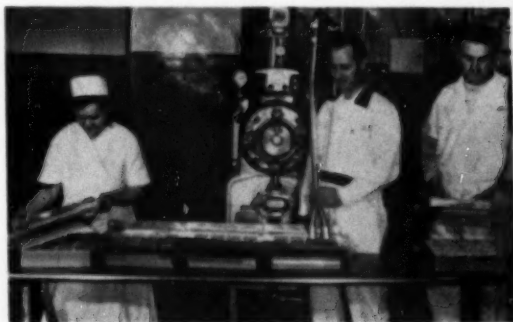
This new process enables the ice cream manufacturer to produce 400 dozen ice cream sandwiches per hour. According to the Kroll Brothers, who have installed the simple equipment necessary, only three people are required in the complete operation of opening the boxes, filling them with ice cream, then removing the simple plate and closing the cartons, prior to sending the sandwiches along to the hardening room.

The quick acceptance by adults and children alike for

this sanitary individual packaged ice cream sandwich has already doubled the usual sales. Retailers and the public are reported to be recognizing the fact that the sandwich packed under sanitary conditions is clean to eat and a good value in today's market.

The ice cream sandwich as put up under the LeRoy packaging process has been on test in ice cream plants in several sections of the country. As shown in the accompanying photo, there are only three steps in the operation. The first person opens the carton and fits the LeRoy plate on it. The second operator fills the sandwich and the third

THREE STEPS in the LeRoy packaging operation are illustrated below. The first person (at the right) opens the carton in which are contained the individual boxes and adjusts the LeRoy plate on it. The second operator fills the sandwiches. The third worker removes the plate, puts parchment paper on top of the sandwiches and closes the box.



For smoother, firmer ice cream—and more profits—



use DUO-LIZER, the combination stabilizer and emulsifier

We don't have to tell you that it takes firm-bodied, smooth-textured ice cream to build steady, profitable trade.

But maybe you haven't gotten around to trying this sure way to produce that kind of ice cream. If not—try Duo-Lizer, the combination stabilizer and emulsifier, just once!

Ordinarily, in mixes made with powdered whole milk, frozen cream, or butter, the butterfat tends to separate from the other milk solids.

But just add Duo-Lizer to your mix

and see what happens!

The fat globules are evenly dispersed throughout the mix. The stabilizing action is immediate.

The body of your mix is developed in the pasteurizer, not on the cooling coils or in the holding vat. Freezing and whipping times are slashed.

The pleasing—and profitable—result: your ice cream maintains true evenness of texture and firmer body.

And that's not all that Duo-Lizer does for your ice cream! Duo-Lizer cuts

dipping losses, too, and retains in the dealer's cabinet the texture that the ice cream had in your freezer.

So cash in on your fresh fruits and ice cream flavors! Let Duo-Lizer make you ice cream that customers come back for!

FREE Trial Production Run. You can arrange for our sales technician to conduct a trial production run in your plant—at no cost to you.

Simply write or telephone to Whitson Products today.

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Stabilizes and Emulsifies ice cream!

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Tennessee Univ. Opens Dairy Unit

A NEW million-dollar dairy unit to serve Tennessee's 100-million-dollar dairy industry was dedicated recently in Knoxville at the University of Tennessee College of Agriculture.

The unit consists of two structures side-by-side on the College of Agriculture campus. One is a \$600,000 four-story building to house laboratories, classrooms, and offices for the University's dairy department; the other a manufacturing building—a two-story model dairy plant costing nearly \$435,000—for teaching and research in manufacturing dairy products.

The principal building of the unit was named "McCord

Hall" in honor of Tennessee's former governor, Jim Nance McCord, one of the speakers at the dedicatory services. Other speakers included dairy leaders of Tennessee and the nation as well as University and state officials.

Tennessee now has among the best facilities in the nation for dairy teaching research, and extension work to serve its rapidly expanding dairy industry, according to C. E. Brehm, President of the University.

Predictions are that Tennessee will become one of the nation's great dairy states. Milk and dairy products are already the state's largest single source of farm income, according to recent statistics.

person removes the plate, puts parchment paper on top of the sandwiches and closes the box. That is all there is to the operation. No human hand touches any part of the sandwich as it is filled and shipped from the ice cream plant. Even the consumer doesn't handle the sandwich as it is eaten from the individual container which is a perforated package with a push-up feature that eliminates dripping during consumption.

According to L. D. Overland, Executive Vice President of LeRoy, and originator of this new item, the entire set-up has been designed to help the ice cream man by cutting down labor costs. He points out that the sandwiches reach the ice cream plant completely pre-packaged permitting no waste of materials. His opinion is corroborated by Hy Badner, President of LeRoy Foods, Inc., who points out that very little space is required for manufacture and that no machinery is needed aside from the inexpensive plates and filling attachment. Attention is called to the fact that the finished boxes are handled only once as there

is no necessity of putting them into the hardening room for pre-hardening. For the manufacturer who seeks to double his production of 400 dozen per hour, all that is needed is the addition of 4 more plates and two more operators, it is claimed.

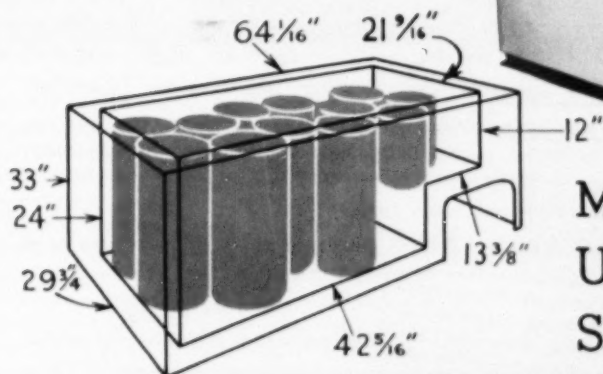
Each of the twenty-four individual sandwiches comprises 3½ ounces in its own attractive carton. Tests have shown that there is good eye appeal and no compression caused by the sandwiches being placed on top of each other is reported.

Stan Overland, sales manager of the ice cream division of LeRoy Foods, has announced that advertising material on the Pure Maid Ice Cream Sandwich is being made available to the industry. He points out that LeRoy plans to introduce a premium campaign on the sandwich in the near future. The LeRoy firm has found it necessary to open several new plants in addition to their original facilities in order to supply the demand for the sandwich packages and equipment.



Same Size - More Capacity

Yes, the Anheuser-Busch '50 models feature more useable space with no increase of outside dimensions.



**MORE
USEABLE
SPACE**



REFRIGERATED CABINET DIVISION

ANHEUSER-BUSCH, INC.

ST. LOUIS, MISSOURI

Sanitation Standards

—from page 62—

widely used is a wash solution of zinc sulphate crystals and water. Three pounds of crystals to a gallon of water is recommended. New resins developed within the past few years have led to the production of lime-proof sealers that may be applied safely to alkali-infected areas without pretreatments of the surface. The better paints of this type, according to Mr. Clapp, are made on a pure rubber base. They speed up the finishing work on new construction or rehabilitation, he said.

Previously-painted surfaces should be gone over carefully before repainting for if the old paint or enamel finish is sound, only a finishing coat of enamel may be necessary. In many cases, however, it is advisable to apply an enamel undercoater to be followed with one or two finishing coats of enamel. An undercoater assures better adhesion, more faithful production of the finish and color desired and helps greatly in producing the much desired non-porous surface, says Mr. Clapp. He pointed out that surfaces previously-painted and carrying a high gloss, should be sanded or washed with a strong solution of ammonia and water, or a strong solution of prepared washing powder and water, to provide "tooth" for the new paint finish. The foregoing applies in particular to surfaces previously painted with high finish aluminum paints.

It may be fairly simple to ascertain the selection of the

proper primer, sealer and finishing coat of paint or enamel on walls, ceilings, and equipment, depending upon the corrosive elements to which they are commonly subjected. Iron and steel surfaces exposed to rust condition should be primed or first coated with a rust inhibitive primer. The vehicles used in the manufacture of these coatings (such as zinc dust, oxides or chromates) are especially adapted to give better adhesion, to protect against the development of rust and to hold out finishing coats of paint or enamel for a finer finish.

Mold or mildew is common to food processing plants because they are usually exposed to high humidity, steam and moisture laden air conditions. Keeping a plant clean and sanitary is made much easier through the application of paints, enamels, undercoaters, and primers that are factory pretreated with non-toxic ingredients designed to retard bacterial developments. There is no danger whatsoever of contamination of food products intended for human consumption where these paints are used according to directions given by responsible paint manufacturers. It should be clearly understood, however, that these treatments have only a retarding influence on the development of mold and mildew. New bacterial growth may appear but is held on the surface of the water-tight paint film where it is easily washed off. The cleanliness and sanitation of an ice cream plant is stepped up considerably where pretreated, high gloss, wet surface enamels are used on machinery, walls, etc. These enamels produce solid, water-tight films

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KING SHARP FREEZE RAPID Hardening System



You Save: On labor... electricity... large inventories... maintenance.

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our engineering staff is at your service.

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the perfect packaged sundae

When summer ice novelties lose their appeal, get the kids' business with the proven cold weather favorite.

PRODUCTION—Limpert's patented SUN-D-CUP attachments enable trouble-free, clean production as high as 58 SUN-D-CUPS per minute on an Anderson Model 34-C filler. No messy cups, no hand wiping, no jam-ups.

PRODUCT—Limpert's special formula SUN-D-CUP toppings guarantee a delicious, non-crystallizing sundae and **A GREATER PROFIT RETURN THAN BULK.**

PROMOTION—Colorful SUN-D-CUP streamers, posters, newspaper mats and other advertising available at cost from Limpert's.

Limpert BROTHERS, INC.

Manufacturers of "Quality Superb" Fruits, Flavors and Nuts. Vineland, N. J.

NOW PATENTED FOR YOUR COMPLETE PROTECTION!!

that are highly resistant to the surface development of mold and mildew and may be washed frequently.

Acid conditions are found in all plants handling milk products. The normal spillage of skimmed milk, cream, syrup, sugar, etc., quickly forms acid on floors and equipment. Lactic acids are most destructive to concrete, cement, plaster, wood or brick surfaces, but maintenance engineers now find the answer to this problem in the use of modern rubber base coatings. These coatings are not only highly resistant to acids but are most satisfactory for use in the presence of fungi, alkali, moisture, steam, oil, grease or fat. As a rule rubber base paints are used as self primers, except on iron or steel where rust inhibitive primers are recommended for first or prime coat.

Normal operation in many food plants requires the use of warm alkaline solutions for washing bottles, cans, utensils, etc. Exposure may be in open vats or in highly mechanized washing equipment. There are very few paint products that successfully withstand these caustic wash-solutions that vary from 1 to 5% or more in strength. Asphalt paints are highly resistant to alkali, but have a low melting point and therefore are not acceptable generally. Again the answer is found in pure rubber base coatings that withstand strong caustic solutions for hours without noticeable disintegration. Users of these coatings, however, should limit choice of colors to those shades that are made of pigments capable of resisting alkali conditions. The manufacturers

prefer white paint or enamel because the burning out of color pigment by the alkali is eliminated, Mr. Clapp stated.

Another universally corrosive element in an ice cream plant is moisture. By nature, it soaks into porous surfaces sometimes to the point of saturation. It is not always practical and sometimes too costly to close down operation to dry out the plant for painting. The answer is found in a well developed procedure that calls for the use of highly formulated wet surfaces undercoaters, sealers, primers and enamels. These products have an exclusive character, in that they may be applied over completely wet surfaces and dry in a few hours. They are highly resistant to corrosive elements found in milk processing plants and are well recommended for use on all surfaces (not floors) except those subjected to very strong acids and alkali. Wet surface enamels are pretreated against fungi and dry with a beautiful high gloss. They may be washed frequently for the maximum in cleanliness and sanitation. They are available in a range of light to deep colors.

Summarizing, Mr. Clapp declared that a careful study of the individual requirements of each ice cream plant will indicate the suitable approach to the establishment of a well-organized sanitation program. No longer should the maintenance engineer, completely aware of the structural condition of his plant, be at a loss to solve his sanitation problems. The answers, states Mr. Clapp, have been found for him.

TECHNICAL PROBLEMS



By DR. C. D. DAHLE
Technical Editor, Ice Cream Field

Ice Cream Crumbles?

I would like your assistance in improving a mix that makes an ice cream that is too dry and crumbles easily.

The formula I am using for 100 gallons of mix is as follows:

136.00 lbs. sugar
3.68 lbs. stabilizer
41.00 lbs. spray skim powder
0.64 lbs. emulsifier
225.68 lbs. 40% cream
504.00 lbs. 3.8% milk

I homogenize at 145° and 2200 lbs. pressure.

I have trouble with crumbling in vanilla ice cream only, and I also find that the package ice cream crumbles less than the bulk. I freeze the package ice cream to 80 per cent overrun and the bulk to 100 per cent overrun.

Answer

It is going to be difficult for me to try to analyze the difficulty you are having in your ice cream. There is one thing, however, that this dryness might be due to and that is too much emulsifier.

The composition of your mix is 12 per cent fat, 10.5 per cent serum solids, 14.8 per cent sugar, 0.07 per cent emulsifier, and 0.40 per cent stabilizer.

Perhaps you should cut down on the amount of emulsifier and see what results you get. I would also suggest that you use 15.3 per cent sugar.

Spumoni Formula?

We would appreciate very much your sending us a tested formula for Spumoni ice cream.

Answer

I might state that Spumoni ice cream is quite popular in certain Eastern cities. One way to make Spumoni is to line a paper cup with custard ice cream, then drop in chocolate ice cream to fill the cup to within 1½ inches of the top. Fill the remainder of the cup to the top or above with a rich ice cream which contains quite a few nuts and cherries and which is flavored with rum flavoring, or pure rum. This can be hardened and when hardened sold as Spumoni in the cup.

20 Per Cent Formula?

Recently, one of our customers asked us if we could make up a 20 per cent fat ice cream, as he wanted something very special for his patrons. The fat is so high in this instance that we hesitate to make up the ice cream without expert opinion.

The formula we made calls for 20 per cent fat, 8 per cent serum solids, 13 per cent sugar, 0.21 per cent stabilizer and emulsifier, and 0.7 per cent egg, a total solids of just under 42 per cent. This formula may be completely out of line from many angles and we would greatly appreciate your ideas. You may advise us to throw out the entire formula, start with a lower fat and raise the percentage of serum solids, sugar, etc. Our customer is getting a 16 per cent fat mix now and although we feel it is a rich mix, he feels that it can be richer and not lose the characteristics of a high quality ice cream.

Answer

I agree with you that the mix requested by your customer is quite high in fat but there are occasionally some who desire a very rich ice cream. I would consider 18 per cent fat high enough.

For a 20 per cent fat ice cream I think it is fairly well balanced except for the fact that it should have more sugar. I would suggest at least 16 per cent sugar in this particular mix, which would make the solids content about 45 per cent. I think also that the amount of egg is high if the 0.7 per cent egg is egg yolk solids. I would suggest only about 0.5 per cent or even less egg yolk solids as long as there is an emulsifier present also.

You will have to be careful in homogenizing this mix so that it will not become very thick. You may have to reduce the pressure on the homogenizer and I would suggest that you homogenize at a temperature of at least 160° F. You might make up a few cans of the mix and see how it turns out but I wish to caution you to use a two stage valve homogenizer if you have it, or perhaps reduce the pressure so that the mix will not become too thick.

Mix Information?

We are interested in getting all possible information on the composition of ice cream mixes, their formulas in the finished stage, and all phases of ice cream manufacturing.

Our special interest lies in replacing the fat content and serum solids in the ice cream mix (usually provided by one or more

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IN refrigerated truck body building, as in everything else, experience counts plenty! FRANKLIN started building this type of equipment more than 25 years ago! This means that you can depend upon FRANKLIN for top quality at a price that gives you the benefit of our knowing how to build efficient equipment!

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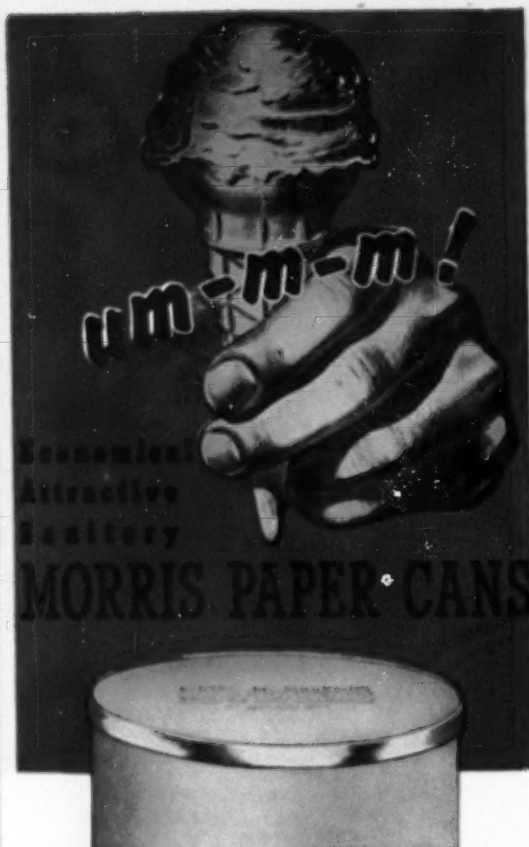


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of the following: fresh butter, fresh cream, plastic cream, fresh whole milk, whole milk powder, skim milk powder, condensed milk, etc.) with our 54 per cent cream powder.

Your advice on the subject will be much appreciated. Should you have any printed matter in your possession that you think may be of interest to us, please send it along as well.

Answer

Under separate cover I am sending you a bulletin which describes in considerable detail the manufacture of commercial ice cream.

You can make a good ice cream from your powder providing, of course, it has a good flavor. If you wish to substitute your powder for some of the other products to supply the fat and serum solids, I suggest that you use 23 pounds of the powder and 15 pounds of sugar and 0.3 per cent stabilizer, and the balance to make 100 pounds would be water.

This would give you an ice cream mix containing 12 per cent butterfat, about 10 per cent serum solids, 15 per cent sugar and 0.3 per cent stabilizer. This would make a good commercial ice cream.

Storing Condensed Milk?

The writer is interested in putting up plain skim condensed in regular cream containers (approx. 50 lbs.) for frozen storage.

We wish to use this product in ice cream mix and I learned that you had a wide experience and could give us the desired information relative to the handling and storage of this product.

Why we are so interested in handling our serum solids in some new manner is that we wish to get away from storage of sweetened condensed and do not want to use milk powder in the manufacture of ice cream.

Answer

We have done quite a bit of actual storing of frozen condensed milk to be used later in ice cream. For our own creamery we store condensed milk in this form every summer and use it two to four months later. We have had no trouble with the product curdling or lumping as is often the case. We overcome this mainly by not heating the condensed milk in the forewarm too hot and forewarming to a high temperature. We use a temperature of 150° F. in heating the condensed milk in the forewarming before condensing. We condense them to about 3 to 3.5 to 1 concentration, cool it over the surface cooler, and freeze it immediately. You must keep this at a temperature of 0° F. or lower.

We have no trouble whatever in handling this ice cream. Bear in mind you should not heat to a temperature above 160° F. at the most in the forewarming, therefore, as a rule we heat only to 150° F. for 30 minutes.

Address your technical questions to Dr. C. D. Dahle,
 Ice Cream Field, 19 W.
 44 St., New York 18, N. Y.



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NEW TRANSPARENT ILLUMINATED ICE CREAM CABINET LIDS

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STANDARD Sho-Sell Transparent Flip-Flop Cabinet Lids, \$11s and \$2s, Now Better Than Ever . . . Over 25,000 Now In Use!

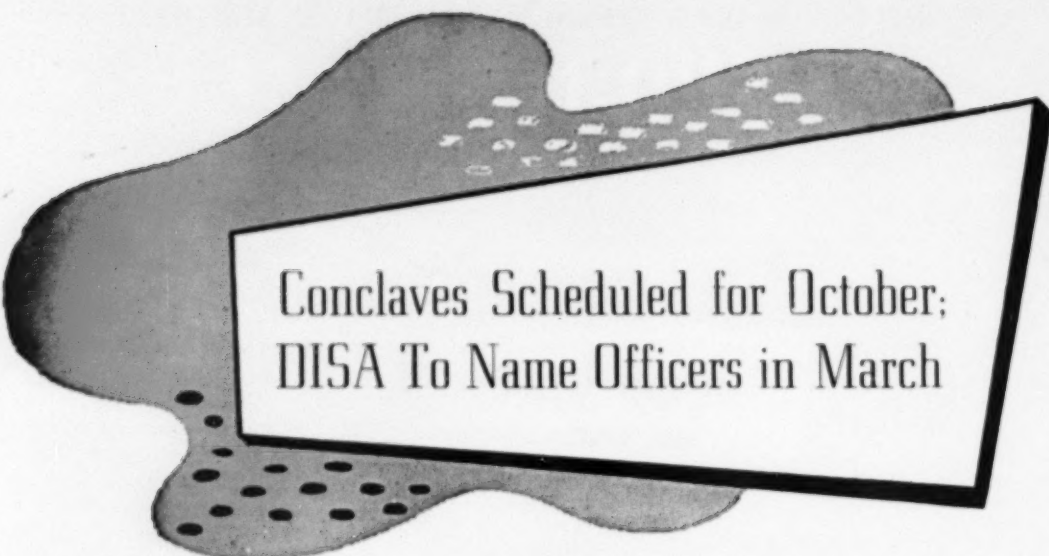
NEW SHO-SIGN

Sell your product night and day with Merritt's Neon window and store SHO-SIGN! Appetizing full-color ice cream photograph, your name and message on white illuminated background in colored raised letters. Standard 12 inch by 27 inch size shown. Completely enclosed Neon tubes—protected for long life.



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Conclaves Scheduled for October; DISA To Name Officers in March

ATLANTIC CITY, New Jersey, will be the scene of the 17th Dairy Industry Exposition, the 43rd Annual Convention of the Milk Industry Foundation, and the 46th Annual Convention of the International Association of Ice Cream Manufacturers, all of which will be held during the week of October 16 to 21, 1950.

The Dairy Industries show will be held in Convention Hall, and will be open from Monday, October 16 to Saturday, October 21, inclusive. It has been announced that the 1952 show will be held in Chicago.

The Milk Industry Foundation meetings will be held from Monday, October 16, to Wednesday, October 18, inclusive.

Members of the International Association of Ice Cream Manufacturers will convene from Wednesday, October 18, to Friday, October 20, inclusive.

Details as to hotel reservations have not been announced as yet. Reservation forms are expected to be issued sometime after March 3.

Permanent headquarters of the three separate associations are in Washington, D. C.

Meanwhile, it was announced that the thirty-first Annual Meeting of Dairy Industries Supply Association will be held March 16-17 in the Hotel Congress in Chicago. These major events will highlight the session:

1. The election of six new directors to the board, and the subsequent election by the full board, which has eighteen members, of a complete roster of officers from its own number.
2. The appearance of Dr. Sumner H. Slichter, leading American economist, who will speak on the topic, "Where We Are and Where We Are Going."
3. A traditional floor-locations lottery for participation in the Dairy Industries Exposition.

A Nominating Committee has selected eighteen prominent dairy equipper and supplier figures to stand for the six directorships. They are: W. L. Adams, General Mills, Inc., Miami, Fla.; William Bishop, Joe Lowe Corp., Los Angeles, Calif.; Roy E. Cairns, Waukesha Foundry Co., Waukesha, Wis.; D. H. Carter, Nash-Kelvinator Corp., Detroit, Mich.; D. G. Colony,

Manton-Gaulin Mfg. Co., Inc. Everett, Mass.; S. E. Crofts, Batavia Body Co., Inc., Batavia, Ill.; S. W. Dennis, The Crown Cork & Seal Co., Baltimore, Md.; Paul K. Girtton, Girtton Mfg. Co., Millville, Pa.; F. Hinrichs, Tri-Clover Machine Co., Kenosha, Wis.; M. C. Horine, Mack Mfg. Corp., N. Y.; Gordon Lamont, Lamont, Corliss & Co., New York, N. Y.; E. B. Lohrback, The Creamery Package Mfg. Co., Chicago, Ill.; C. G. Meyer, Meyer-Blanke Co., St. Louis, Mo.; David Mojonner, Mojonner Bros. Co., Chicago, Ill.; George H. Scragg, The White Motor Co., Cleveland, O.; M. Carter Strickland, Smith-Lee Co., Inc., Oneida, N. Y.; K. L. Wallace, Walker-Wallace Ltd., Toronto, Ont., Canada; and Ralph L. Young, The Sharples Corp., Philadelphia, Pa.

The lottery for floor locations in the giant Exposition will occur on the last day of the meeting. More than 300 companies will be entered in this principal 1950 area-drawing. Secondary lotteries customarily also are arranged later.

The Program Committee for the Chicago event is composed of G. W. Willits, Johnson & Johnson, Filter Products Division, Chairman; C. E. Glasser, the Diversey Corp.; and R. H. Strickland, Solar-Sturges Manufacturing Co.—all of Chicago.

DISA's current Nominating Committee is composed of T. A. Burress, The Heil Co., Chairman; O. K. Burrows, Cherry-Burrell Corp.; J. J. McQuaid, Nash-Kelvinator Corp.; D. R. Parfitt, Thatcher Glass Mfg. Co.; and G. W. Willits, Johnson and Johnson.

Ohio Association Meets

Cincinnati's Hotel Netherland-Plaza was the scene of the 33rd annual convention of the Ohio Dairy Products Association, held from January 23 to 25.

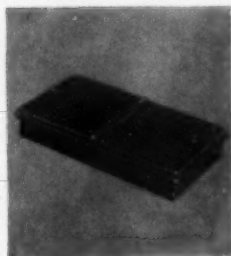
The ice cream phase of the program included talks by Perry Ellsworth, Ohio State University; and Howard B. Grant, Publisher of ICE CREAM FIELD; as well as a panel discussion on the theme "Let's Teach Our Buyers to Sell." This part of the program was sponsored by the Ohio Ice Cream Manufacturers Association.



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Dean's experience and engineering "know how" bring you these important replacement parts which lower operating and maintenance costs. Best of all, these specialties are low in cost. We suggest that you write for full particulars and prices regarding the replacement parts described hereon.

Do you have a copy of our DATA BOOK on Dean Cold Plates and their many applications? SEND FOR YOURS TODAY!

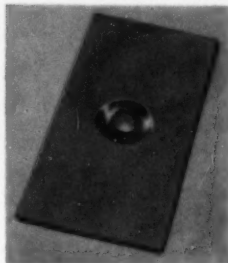


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Made of a semi-soft rubber designed to eliminate breakage so frequently encountered in hard rubber and hard plastic construction.

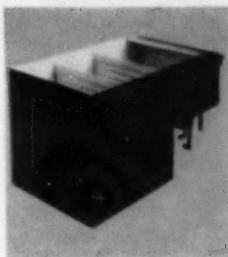
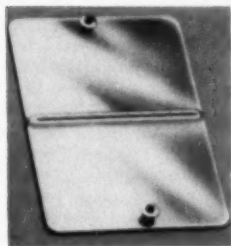
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A sensational new development... a lid replacement which fits Frigidaire, Kelvinator, Savage, Liquid and Stangard Cabinets. Strongly made—practically indestructible. Will stand years of rough, hard usage. Inexpensive and handy.



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A smart looking, easy-to-keep-clean lid for soda fountains. Precision built for years of service. The lids are hinged and are suitable as replacements on Bastian Blessing, Knight, Foremost, Ace and Dunhill fountains.

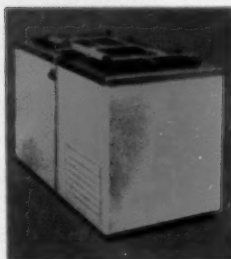


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Here is a simple device that permits you to leave stocked cabinets in unattended spots. Prevents pilfering and shrinkage losses which occur through merchandise transfer. Available to fit all standard cabinets.



DEAN CAN HOLDER

Puts an end to the whirling can which causes annoyance and waste, particularly during the rush hours. Metal frames grip can gently, but firmly, providing faster dipping, right down to the bottom.

DEAN SPRING TYPE CAN HOLDER

This is a formed wire can holder which has the advantage of being used on 2½ and 5 gal. cans, especially when stacked. Holds can gently, but securely. Built of heavy gauge spring steel to last a lifetime.



In ordering any of the above, please specify make, model and specifications for which item is intended.

Replacement Panels, Tops, Rim Seals, Rubber Collars available for many popular model ice cream cabinets. Send us your inquiries including sizes and specifications.

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Penn State Course, Confab Held

Pennsylvania State College's annual ice cream conference was held February 3 at the Nittany Lion Inn, State College, Pennsylvania. Speakers at the conference included H. D. McAuliffe, Bowman Dairy Company, Chicago; Robert C. Hibben, International Association of Ice Cream Manufacturers; W. H. List, Jr., Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware; Howard B. Grant, Publisher of ICE CREAM FIELD; George M. Bracke, Rieck-McJunkin Dairy Company, Pittsburgh; G. L. Van Sciver, Liquid Carbonic Corporation, New York; J. Charles Lando, Pennsylvania State College; Ed McCormack, S. H. Mahoney Extract Company, Chicago; and J. Howard Branson, Abbotts Dairies, Philadelphia.

The Annual Short Course given by the Pennsylvania State College Dairy Department for members of the equipment and supply industries was concluded on December 10. This course was attended by thirty-four men and women from the industry. In this one-week course, most of the time was spent on production problems. The composition and properties of milk and ice cream, the calculations of ice cream mixes, the flavoring of mixes, and use of stabilizers, bacteria in ice cream, pasteurization processing and freezing of ice cream were some of the subjects covered.

The following members took the course: Robert A. Anderson, Eskimo Pie Corp., Detroit; Jay Bruce Baron, Prestige-Lawrence Corp., Yonkers; Frank Bloom, The Cino Chemical Co., Cincinnati; Harry V. Brown, Brown's Frosted Foods, Inc., Philadelphia; James R. Carroll, Brown's Frosted Foods, Inc., Philadel-



phia; Samuel A. Chico, Chico Dairy Co., Morgantown; Dave Estes-Winston, Ampira Trading Co., Inc., New York; John B. Holland, Benjamin Holland Mfg. Co., Bellevue; Lewis E. Hooth, Robert A. Johnston Co., Milwaukee; Gladys Jenkins (Mrs.), J. C. Jenkins Dairy, Lakewood; James F. Johnson, C. H. Bacon Creamery, Loudon; Jeanne Keefe, J. C. Jenkins Dairy, Lakewood; Kermit C. Kemmerer, Cherry-Burrell Corp., Philadelphia; Dennis J. Livadas, Livadas, Inc., Rochester; Robert Mayer, Joe Lowe Corp., New York; Clyde O. Miller, Fraim's Dairies, Inc., Wilmington; Hubert C. Myers, Cherry-Burrell Corp., Pittsburgh.

Also Joe D. Pape, Cherry-Burrell Corp., Philadelphia; Lorry C. Papke, Papke Dairy, Tonawanda; Andrew J. Piccione, B & R Ice Cream Co., Brooklyn; Richard B. Roberts, The Borden Co., Brooklyn; Edward W. Rosenbaum, David Michael & Co., Philadelphia; Winston W. Salmund, York Corp., Philadelphia; Robert J. Sigel, York Corp., Philadelphia; Glenn Stere, Girton Sales Co., Millville; Donald E. Stoll, Eskimo Pie Corp., Detroit; David J. Stolz, Joe Lowe Corp., New York; Lloyd E. Strayer, Girton Sales Co., Millville; Sam Syrotynski, Saquoit Valley Farmers, Utica; John McW. Treble, Emery Thompson Machine & Supply Co., New York; Norman H. Ulm, Interstate Creamery Inc., Buffalo; Harlow K. Van Buskirk, National Pectin Products, Chicago; Clifford S. Wallis, The Borden Co. Ltd., Vancouver, B. C.; Richard R. Weig, Interstate Cry., Inc., Buffalo. (See photograph at top of this page.)



Try this special blended formula in your marbleized ice cream. Whip or pump the sauces easily and economically.

Packaged in 5 gallon steel pails. Requests for working samples and prices given prompt attention.

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2nd Rutgers Conference Convenes

The 2nd Annual Rutgers University Ice Cream Manufacturers' Conference was held at the New Brunswick, New Jersey, campus on January 20. Speakers included Robert Haycock, Cherry-Burrell Corporation, Philadelphia; Dr. C. D. Dahle, Technical Editor of ICE CREAM FIELD; Ridgway Kennedy, Jr., Abbotts Dairies, Philadelphia; F. E. Potter, Bureau of Dairy Industry, Washington, D. C.; Dr. Randall Whitaker, National Dairy Products Corporation, Oakdale, New York; E. Otken, Good Humor Ice Cream Company, Brooklyn, N. Y.; Harvey H. Robbins, Paraffined Carton Research Council, Chicago; Dr. Leo Freundlich, Hooton Chocolate Company, Newark, New Jersey; and Professor Richard C. Reager, of Rutgers University.

Wentworth Heads Dairy Institute

W. A. Wentworth, The Borden Company, New York City, was elected President of the Dairy Products Improvement Institute following the organization's January 12 luncheon meeting in New York City. J. F. Garber, Penn Dairies, Inc., Lancaster, Pennsylvania, was named Vice President. Robert C. Hibben, Executive Secretary of the International Association of Ice Cream Manufacturers, was chosen Treasurer and Carl W. Larson, Buffalo, was elected Secretary and Managing Director.



NEW ENGLAND Association of Ice Cream Manufacturers held its Annual Convention in January. The meetings were well-attended by many leaders in the industry. Snapped by the ICE CREAM FIELD man during the sessions were (left to right):

FIRST ROW: Ted Eastman, Granite City Corp.; Mike Downey, Waggamon-Downey Company; Herb Wolff, S. J. Wolff Company; Fred Shea, O. W. Hixon and Paul H. Muller of Clinton Foods; Julius B. Smith of Beechmont Dairy and J. H. Harfst of C. J. Houten & Zoon; Kenneth M. Stevens of Bay State.

SECOND ROW: Wes Vogel of Savage Arms, John Swisher of Savage Arms and Frank Poulterer of Germantown Manufacturing Company; Mr. and Mrs. Oliver Kalashian of Prestige-Lawrence Company; Stubby Parker of

Drumstick, Inc., and Harry Hyman of American Food Labs; Dick Kioforn of Blanka-Baar and Mort Perry of Pickwick Ice Cream Company.

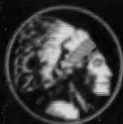
THIRD ROW: Pete Coyle with Mr. and Mrs. Fred Knight of Hood's and Woody Woodfin of Dixie Cup; Frank Ross of Hood's, Ben Kaplan of H. J. Dowd Company and Robert Wise of National Ice Cream Company; John J. Quirk and E. R. Wiegman of Anheuser-Busch; Ray Hooper of Frigidaire Division.

FOURTH ROW—Arthur B. Bergren, Bergen Dairy Farms, H. Fred Felton, of the same organization, Charles Kaveny of the Kaveny Company, and Jimmy Bows, Bows Brothers; Aaron Radding and R. F. Peasback of E. F. Drew Company; Mr. and Mrs. Leo Overland

of LeRoy Foods; Mr. and Mrs. Chet Hacker, of Haines-Cebrook.

FIFTH ROW: John Montecalvo of Dairy Test, Joseph Azevedo and Milton Almbinder of Alpha Aromatics, and Eric Johnson of Johnson's, Inc.; Ernie W. Schroeder of Grand Rapids Cabinet; George Jutras of Schaefer, Inc.; Bob Davison of Kelco Company with W. J. Parsonson of David Michael; P. W. Budworth of Frigidaire Division.

SIXTH ROW: Lou Ficocielli, John Scanlon, E. F. Milliken, Al Fiore and Charley Griffin of Eclipse Food Products Corporation; Everett Snow of Borden's, My Badner of LeRoy Foods, and Mr. and Mrs. Bob Moreau; F. H. Lusk of Frigidaire with Mrs. William Sheehan; Al Borden of Dairy Cream; and M. L. Finneburgh of Liquid Carbonic Corporation.



again in '50
the SWING is to

SAVAGE
ICE CREAM
CABINETS

Turn to
PAGE 3
and you'll
see why!

French Manufacturers to Convene

The Association of French Ice Cream Manufacturers (Confédération Nationale Des Glaciers De France) will hold its General Assembly in Paris from March 6 to 9.

Among the topics to be discussed are: publicizing of ice cream, research, manufacturing procedures, recent legislation, equipment, and the influence of taxes on selling prices.

American manufacturers who expect to be in Europe at the time of the Paris session have been invited to attend.

Iowans to Meet in September

John H. Brockway, Executive Secretary of the Association of Ice Cream Manufacturers of Iowa, has announced that the 1950 convention of the association will be held in the Hotel Fort Des Moines, Des Moines, Iowa, from September 13 to 15.

Ohio State Holds Conference

The 17th Annual Dairy Technology Conference under the sponsorship of Ohio State University was held at Columbus from February 7 to 10.

Among the speakers on the ice cream panel were W. J. Caulfield, Department of Dairy Industry, Iowa State College, Ames, Iowa, who discussed "Some Factors Affecting the Quality of Ice Cream;" G. W. Shadwick, Beatrice Foods Company, Chicago, who analyzed "Bacteriological Problems of the Ice Cream Manufacturer;" E. A. Graber, Ohio Department of Health, Columbus, who took up "Engineering Design in Relation to Ice Cream Manufacturing;" L. C. Thomsen, Department of Dairy Industry, University of Wisconsin, Madison, Wisconsin, who gave pointers on "Applying Engineering Practices to Increase Efficiency in an Ice Cream Plant;" and E. H. Forster, Cherry-Burrell Corporation, Chicago, who advised on "The Freezing Operation."



NEW YORK Supply Men's Club of Metropolitan New York held its annual installation of officers at the Beekman Towers on January 24. The meeting was well-attended. Among those pictured there were (left to right):

FIRST ROW: Joseph Kindman, Fulton Engineering Company, Ben Dolson, Polak & Schwarz, Morris Lazow, K. W. Paper Company, and Sam Price, Chill-Ripe Fruits; Sumner Bates and George Ashley of Robert A. Johnston Company.

SECOND ROW: Morris Fuchs, veteran sugar man, Eugene Teal of Hooton Chocolate Company, Bill Rabin of Empire Biscuits Division, and Morrie Yohai of S&S Cone Corporation; Ira Parnes, of Refined Syrups and Peter Moller of National Sugar Refining Company; John Goldhamer of Frigidaire Division.

THIRD ROW: Mr. and Mrs. Hy Badner of LeRoy Foods with Mr. and Mrs. Milt Ainsbinder of Alpha Aromatics, Inc.; Cliff Jackson of Polak & Schwarz and George Treisdler of Brown's Frosted Foods. Photos by the ICE CREAM FIELD man.

Byers Heads Indiana Association

THE 32nd Annual Meeting and Convention of the Indiana Dairy Products Association, Inc., was held in the Hotel Claypool, Indianapolis, from January 16 to 18.

Featured on the Ice Cream Section of the program were W. A. Klepper, Cloverleaf Creameries, Huntington, Indiana, who spoke on "Is Our Ice Cream Really Good?"; Robert C. Hibben, Executive Secretary of the International Association of Ice Cream Manufacturers, who discussed "Some Ice Cream Problems"; and Howard B. Grant, Publisher of ICE CREAM FIELD, who gave a few pointers on "Merchandising In the Modern Manner."

New officers elected were: C. Floyd Byers, Goshen Milk Condensing Co., Goshen, Ind., President; Walter V. Roberts, Wm. H. Roberts & Sons, Indianapolis, Ind., Treasurer; Prof. H. W. Gregory, Purdue University, ex-officio member of Advisory Board; Clem K. Thompson, Thompson Dairy, Inc., Columbus, Ind., retiring President; Frank Palmer, Jr., Reliable Dairy, Inc., South Bend, Ind., and C. L. Witham, Indiana Condensed Milk Co., Indianapolis, Ind., other members of the Advisory Board. R. A. "Dick" Larson was re-appointed executive secretary of the Association.

The Indiana Dairy Boosters Association elected the following officers at their Annual Business Session: Earl Burns, Owens-Illinois Glass Co., Indianapolis, Indiana, President; Bernard Mahan, Cowles Chemical Company, Indianapolis Ind., Vice-President; and Russell Oberlies, Bessire & Co., Indianapolis, Ind., Secretary-Treasurer.

The convention registration was 30% higher than at any other previous convention and more than 600 Hoosier dairymen and their wives attended the annual banquet.

Oregon Conclave Scheduled

The 39th Annual Dairy Manufacturing Short Course-Convention of the Oregon Dairy Manufacturers' Association and Oregon State College will be held at the Corvallis campus February 27 to March 1.

Professor C. A. Iverson, Head of the Department of Dairy Industry of Iowa State College, will head the list of prominent speakers. Professor G. H. Wilster will give a report on his observations of the dairy industry in Sweden and Denmark, and will show 200 color slides to illustrate his talk. A dairy products judging contest will be held in conjunction with the meeting.

Chicago Scene of NDC Confab

EIGHT nationally known speakers recognized as authorities in marketing, economics, processing and sales promotion appeared on the program at the Annual Meeting-Winter Conference of the National Dairy Council in Chicago at the Hotel LaSalle, January 26 and 27.

One feature of the program was the recognition of thirty-five years of the National Dairy Council in the interests of the dairy industry. How N.D.C. has stimulated growth and progress in the dairy industry through its program of research and education was told in a presentation, dramatized by colored slides, which showed in a graphic way the contribution of N.D.C. to industry, education, and the consuming public.

The dairy delegates from coast to coast were welcomed by the Mayor of Chicago, Martin H. Kennelly. Dairy executives also heard from S. A. Kostakos, President of the Milk Foundation, Inc., Chicago, host to the Annual Meeting.

At the opening session, a luncheon in the Grand Ballroom Thursday noon, some answers were given to the \$64 question: "What's Ahead for American Business in 1950." Dr. Dexter M. Keezer, Director of the Department of Economics of the McGraw-Hill Publishing Company, New York, discussed this topic. Dr. Keezer has a distinguished record as Deputy Administrator of the Office of Price Administration, Economic Adviser to the Mission for Economic Affairs in London, public member of the National War Labor Board, President of Reed College in Oregon, newspaper correspondent and editor, and a Professor of Economics in several colleges and universities.

Another program highlight dealt with new ways to meet today's competition. Three top-notch leaders in the dairy foods industry chose various phases of this topic. W. E. Krauss, Associate Director of the Ohio Agricultural Experiment Station, Ohio State University, threw new light on dairy food values. George W. Shadwick, Chief, Quality and Control Laboratory, Beatrice Foods Company, Chicago, devoted his time to a discussion on processing and handling of dairy foods. Leland Spencer, Professor of Dairy Marketing at Cornell University, Ithaca, discussed new angles in marketing dairy foods.

Highlight of the two-day meeting came on Friday afternoon following a luncheon, when Alfred P. Haake, Industrial Consultant, Economist and Lecturer, stimulated thinking on "Tomorrow's Sales Start Today."

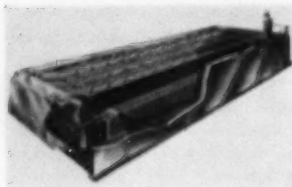


INDIANA DAIRY Products Association held its Convention in Indianapolis from January 16 to 18. Pictured there were Howard B. Grant, Publisher of ICE CREAM FIELD, who dramatized his talk on "Modern Merchandising" by donning a replica of a fireman's hat to show how Liggett-Rexall promoted its "Flaming Sundae;" Clem Thompson, Thompson Dairy Company, Columbus, retiring President of the Association; and, in the bottom photograph, left to right, R. A. "Dick" Larson, Executive Secretary, C. Floyd Byers, Goshen Milk Condensing Company, Goshen, new president, and Walter Roberts, William H. Roberts and Sons, Indianapolis, new Treasurer.





Here's the quality equipment you'll need . . . for greater efficiency and economy. Our engineering staff stands ready to give expert attention to your requirements . . . equipment built to your specifications, if desired.



FROZEN CONFECTION BRINE TANKS

Available in sizes of from 4 mold to 150 mold cap. for economical, fast production of from 150 to 8200 doz. 3 or pieces per 8 hour day. All steel welded tanks heavily insulated and skid mounted with modern runway coils and agitator.

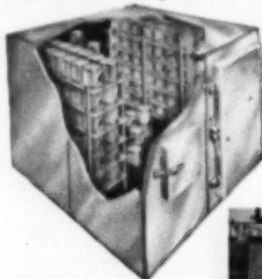
RECO VENDING CARTS

More sales . . . more profit with Reco scientifically designed carts! Streamlined and eye appealing. All steel welded construction. Wrap around bumper of spring steel finished in Fire Engine Red. Cap. approx. 600 ice cream bars or novelties.



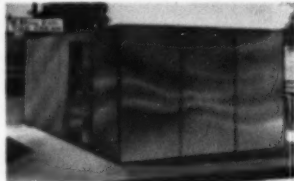
RECO-FAB SECTIONAL HARDENING ROOMS

Flexible Arrangement! Metalply Construction



Typical 8 x 8 x 8 Ice Cream Hardening and Storage Room showing Refrigerated Plate Shelves and convenient Can Paving Doors. Superior construction insures long dependable service. Simple to erect, move or enlarge.

Typical Ice Cream Hardening and Mix Storage Room . . . King Cole Ice Cream Co., Utica, N. Y. Sound, revolutionary METALPLY construction plus flexible arrangement permits easy moving, erection and enlarging.



RECO BULK STORAGE REACH-IN FREEZE COOLER

Ideal for Back-Up Storage of Ice Cream, holds 225 gals. of hardened ice cream. 6 full inches of insulation gives full protection. Adjustable shelving. Models available to harden small quantities of ice cream.



Write for Quotations Now!

(REFRIGERATION ENGINEERING CORP.)

RECO PRODUCTS DIVISION

2020 NAUDAIN STREET, PHILA. 46, PENNA.



North Carolinians Stress Merchandising

The theme of "merchandising and advertising" was the keynote of the program of the 16th annual convention of the North Carolina Dairy Products Association, held at the Hotel Sir Walter in Raleigh, North Carolina, January 12-13. Attendance was the largest in the history of the organization.

A well-rounded two-day session, designed to appeal to all segments of the industry, has been described as the best yet held by the association. The retiring President, C. H. Willard, of High Point, recited the accomplishments of the association during the past year, among them its efforts to do a better job from producer to consumer, and to promote production and use of local milk.

Highlighting the convention program was the address by Raymond Moley, contributing editor of *Newsweek* and author of many publications dealing authoritatively with questions of political and economic significance. Mr. Moley was introduced by North Carolina's farmer-dairymen Governor, the Hon. W. Kerr Scott, at an ice cream and dairy products breakfast on the morning of January 13. The guest list on this occasion was a virtual "who's who" in North Carolina officialdom, and also included many dignitaries from other states.

During the entire convention various aspects of the dairy industry were discussed by a series of speakers. Bryan Blalock, of The Borden Company, Marshall, Texas, spoke on, "Buttermilk, Taters and Taxes," at the first morning session. He later led a discussion on milk problems, with industry men participating.

Emphasizing the need for increasingly alert methods of handling complex marketing problems, George Hennerich, Ice Cream Merchandising Institute, Washington, urged dairymen to "Accept the Challenge" and rise above ordinary products and ordinary methods.

On the afternoon of January 12, the annual election of officers took place. C. B. Martin, of Durham Dairy Products, Durham, succeeded C. H. Willard, of Lindale Dairies, High Point, as President; O. O. Allsbrook, White Ice Cream and Milk Company, Wilmington, and L. L. Cauble, Biltmore Farms, Charlotte, were elected Vice-Presidents, succeeding J. B. Webb, Carolina Dairies, Greenville, and John Burn, Carolina Dairy, Inc., Shelby. L. L. Ray was re-elected Executive Vice-President, E. R. Coltrane was named Treasurer, and W. L. Clevenger is the new Secretary. Mr. Coltrane remains as holdover Vice-President another year.

The Tar Heel Suppliers' Association, whose annual meeting is held in conjunction with that of the Dairy Products Association, elected E. A. Watters, Durham, as President; J. L. Bogle, Raleigh, Vice-President; and J. F. Neely, Raleigh, Secretary-Treasurer.

Howard B. Grant Is Banquet Speaker

Howard B. Grant, Publisher of *ICE CREAM FIELD*, will be the featured speaker at the March 3 banquet marking the conclusion of the Short Course in Ice Cream Making to be given from February 20 to March 3 at the North Carolina State College, Raleigh, North Carolina. Modern merchandising techniques will be described by Mr. Grant in his talk.

The Short Course offers basic training for persons working in or desiring employment in the ice cream industry. Quality of products, coupled with efficient plant operation and sanitation will be stressed in both the classroom and practical plant practice. Information concerning the course is available from the Division of College Extension, Box 5125, State College Station, Raleigh, North Carolina.

Flavor Association Plans Convention

John N. Curlett, President of the Flavoring Extract Manufacturers' Association has announced that program plans are progressing for the 41st annual convention of the association, to be held May 7 to 10 at the Hotel Traymore in Atlantic City, New Jersey.

One of the major speakers already scheduled is Dr. J. W. Sale, chief of the beverage branch, division of food, of the Food and Drug Administration, who will address the convention on May 8 on the subject of "Some Recent Administrative Opinions and Court Decisions under the Federal Food, Drug, and Cosmetic Act, of Interest to Flavoring Extract Manufacturers."

Extract manufacturers who are not members of the association, and who wish to attend the convention may contact Frank D. Nowland, Chairman, membership committee, % George H. Nowland Co., 23 West Pearl Street, Cincinnati 2, Ohio.

Those interested in advertising in the printed 'proceedings' of the convention may contact Louis J. Woolf, Chairman, advertising committee, % H. Kohnstamm and Co., Inc., 83-89 Park Place, New York 7, N. Y.

Washington Institute Set

The 19th Annual State College of Washington Institute of Dairying will be held from March 6 to 11. Special sessions for producers and fieldmen, for milk inspectors, general sanitarians, milk processors, and manufacturers of ice cream, butter, cheese and concentrated milk products will be conducted. Information is available from Professor H. A. Bendixen, Department of Dairy Husbandry, State College of Washington, Pullman, Washington.

D. C. Group Hears Whitaker

The January meeting of the Dairy Technology Society of Maryland and the District of Columbia was held January 11 in the Hotel Continental, Washington, D. C. Approximately 115 persons attended the dinner meeting. Featured speaker was Dr. Randall Whitaker, National Dairy Products Corporation.

Louisiana Association Elects

The annual convention of the Louisiana Dairy Products Association was held from January 8 to 10 at the Hotel Jung, in New Orleans. Speakers included W. D. Seale, Jr., Seale-Lily Ice Cream Company; Robert H. North, International Association of Ice Cream Manufacturers; E. E. Smith, Lily-Tulip Cup Corporation; and others.

F. M. Christiansen, Jersey Gold Creameries, Shreveport, was elected 1950 President of the association. Lewis Torrance, Baton Rouge branch of the Borden Company, was named Vice President. Charles T. Govan, Cloverland Dairy Products Company, New Orleans, was elected Secretary-Treasurer. Ben C. Brown, Brown's Velvet Ice Cream Company, New Orleans, was made an honorary lifetime President. John P. White, Pelican Creamery, New Iberia, is the association's Retiring President.

Boyce "Buzz" Walker, Warner-Jenkinson Manufacturing Company, New Orleans, was elected President of the Pelican Flyers. Robert Hill, J. Hungerford Smith Company, New Orleans, is the new Vice President. R. H. Rumph, Diversy Corporation, New Orleans, was named Secretary-Treasurer.

Kansas Conference Scheduled

The 1950 Dairy Industry Conference at Kansas State College will be held February 23 and 24. Information is available from the college's Department of Dairy Husbandry, at Manhattan, Kansas.

there is no substitute
for
Jiffy Insulated Bags



JIFFY INSULATED BAGS provide maximum insulation for ice cream or other frozen perishables between store and home.

Only a JIFFY INSULATED BAG permits the housewife to buy ice cream and other frozen foods on her regular shopping trip—enables her to continue with her shopping in leisure—and reach her home, hours later, with these foods still in perfect condition.

Remember, JIFFY INSULATED BAGS are used many times in the home. They are ideal for lunches, outings, picnics. In addition, imprinted with your name, Jiffy Insulated Bags are an excellent advertising medium.

Write us for the
JIFFY MERCHANDISING PROGRAM.

ORDER TODAY

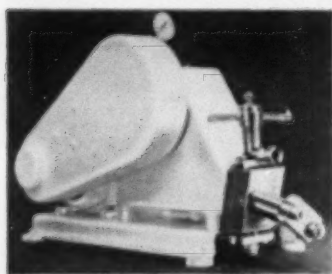


Western States Representative

RAY T. EBERT COMPANY • P.O. Box 550 • Redwood City • California

New Products

LOGEMAN HOMOGENIZER 1



C. W. Logeman Company has developed a new homogenizer that reportedly enables the ice cream manufacturer to achieve great savings in operation costs and time. It has a capacity of 50 gallons per hour. Its height is 22", depth is 15", and weight 225 pounds. The manufacturer says that the Hydropulse Homogenizer produces emulsions and solutions of more uniform, stable, and controllable viscosity. Homogenizing parts are easily disassembled, states the manufacturer, for cleaning and sterilizing. A suggested use for the homogenizer is as a testing laboratory unit in the plants of large ice cream manufacturers.

DEFROST UNIT 2

Lehigh Manufacturing Company has introduced its new "Automatic High Side Defrost Condensing Units", for temperature applications of 32°F and below.

These new Lehigh defrost units can be used with any evaporator, states the manufacturer. Based on the principle of pressure-temperature relationship, the Lehigh "Automatic High Side Defrost Condensing Unit" defrosts the evaporator, automatically, whenever the efficiency drops to a predetermined point. After complete defrost which is extremely rapid, return to

freezing is instantaneous as well as automatic.

A low and high pressure control, both reverse acting, are utilized to start the defrost cycle and revert to cooling. These controls energize a solenoid operated 4-Way Reversing Valve, designed and manufactured by Lehigh's Air Valve Division, which completely reverses the flow of refrigerant.

The reversing valve and all controls are factory assembled and form an integral part of the Lehigh "Automatic High Side Defrost Condensing Unit." Heat for defrost is obtained from the unit high side condenser which, on the defrost cycle, serves as the evaporator.

SANI-SERV 3

General Equipment Sales, Inc., is currently manufacturing a "direct-draw" dairy freezer known as the Sani-Serv, which dispenses frozen delicacies such as custard and malts.

The Sani-Serv will deliver up to 800 servings per hour, and there is always a reserve of product in the machine, the manufacturer states. Constructed of stainless steel, the unit's sanitary features comply with health codes throughout the country, according to the manufacturer.

A free illustrated folder, giving additional information, is available on request.

ALPHA NOVELTY 4

Alpha Aromatics, Inc., fruit and flavor processors, has announced to the trade the merchandising of its new novelty: "Havana Split on a Stick." This item has met with excellent consumer acceptance wherever it was introduced, the firm reports. Colorful advertising is included in Alpha's merchandising plans.

Further information is available on request.

NECO DISPLAY 5



Neco Manufacturing Company has developed a display sign that has interchangeable neon letters with which, the manufacturer reports, a storekeeper can revise an advertising message "in a matter of seconds."

The letters in the sign plug like radio tubes into sockets which are mounted on a double-tiered and single-tiered platform. The letters are available in five colors. Also available are novelties such as Christmas trees, flowers, and others. The display plugs into any 110 Volt, AC circuit.

LEVELIMETER CATALOG 6

A new 24-page illustrated catalog describing the company's line of Levimeter instruments has just been published by the Fischer & Porter Company. These instruments indicate, measure and control liquid level and inter-face level. Variations in liquid level in weirs and flumes are utilized for measurement and control of large flow rates. Illustrated and described are magnetic tape-and-drum, electronically transmitting, ball-float, pneumatic and differential pressure units; V-notch weir and Parshall flume flowmeter instruments; and chemical service sight gauge glasses. Copies of Catalog 75 are available on request.

INFORMATION PLEASE

Your Firm Name _____

Address _____

Your Name _____

Your Title _____

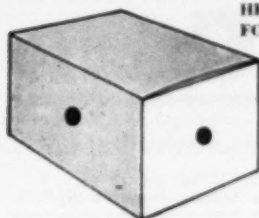
To New Products Department,
Ice Cream Field
19 West 44 Street
New York 18, N. Y.

I would like to know more about the
following New Products mentioned in
the February issue.

(Print Identifying Numbers)

☐ ☐ ☐ ☐ ☐ ☐

CARTONS *Specifically* DESIGNED FOR PACKAGING ICE CREAM NOVELTIES



ICE CREAM POP CARTONS
Heavy cardboard knock down container available in one and two dozen sizes.

HERE IS A LINE OF STRONG, STURDY CARDBOARD CARTONS FOR PACKAGING AND SHIPPING ICE CREAM NOVELTIES

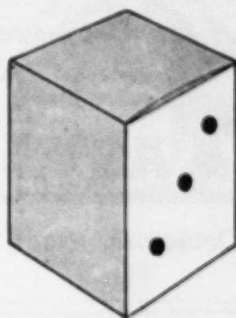
- Keeps stick confection and cups clean in storage.
- Saves delivery time.
- Quickly refrigerated because of direct holes in sides of cartons.
- Saves shipping space by being delivered knocked down.
- Easily and quickly assembled.

WRITE FOR SAMPLES AND PRICES

FOLDING CARTONS Inc. of New Jersey

20 RIVER ROAD

BOGOTA, NEW JERSEY



ICE CREAM CUP CARTONS
Strong, durable cardboard in styles to accommodate all sizes of cups.

ACORN VENDERS

Acorn Sheet Metal Manufacturing Company, Inc., has developed an ice cream vending machine with a capacity of 135 novelties. Storage space for 200 more is another feature of the Acorn model, according to the manufacturer.

Three chutes make it possible for the machine to dispense three different flavors. The chutes are made of stainless steel. Servicing of the unit's compressor is managed via a bottom door that will not interfere with the ice cream on top, the manufacturer states.

Additional information is available on request.

NEON SIGNS

Mirro-Products Company has developed a new neon sign that is 200 square inches in size. It is supplied with a chromium frame 1/4" wide and two lengths of chain come with it so that the sign may be hung in a window.

According to the manufacturer, the sign can be used approximately eight or ten hours daily without any illumination and still serve as an adequate promotional unit. Translucent colors may be used.

The sign, as now constructed, is made with a heavy cardboard shadow box which is collapsible. A metal box may also be had.



7 NEW WHITE TRUCK

Excelsior Creamery Co. of Orange County, California uses this new Model WC-16 White Super Power truck for the wholesale delivery of milk, ice cream, and frozen foods. The truck covers about 100 miles a day with approximately forty delivery stops.



The unit will carry a payload of 12,000 to 12,500 pounds, making an average gross load of 25,000 pounds. High horsepower to gross weight reportedly brings new advantages in the way of greater sustained speed and shorter trip time, faster acceleration under load, greater hill-climbing ability, easier maneuvering in traffic, greater fuel economy, longer vehicle life, and lower maintenance cost. The refrigerated body is 8' x 15'4" x 6'6". The all-steel cab is fitted with grab handles for easy entrance and exit while adjustable seats assure driver comfort.

TOPFLIGHT FOLDER

A new four page, four-color folder has been issued by Topflight Tape Company. Two of the pages are devoted to two new Topflight items.

One is Topflight Kenalo labels, which are cloth sew-in labels, distinguished by raised printing. A full color photograph of typical labels is reproduced.

The other new item is Topflight Print-Stix. These self-adhesive point of purchase displays are individual stickers with

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a protective backing that can be stripped off the adhesive before posting. Full color reproductions are possible and comparatively large sizes can be printed. By die-cutting, various shapes can also be furnished.

Copies of the folder which also describes Topflight Tape, are available on request.

PIPE WASHER

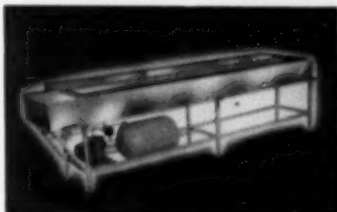
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Moving the brush instead of the pipe is a feature of the new Dellway Sanitary Pipe Washer. An economy of time, space and effort is claimed.

The patented machine uses compressed air to drive the brush through the pipe at an average speed of 8 feet per second. While completely submerged in water, the pipe acts as an air cylinder. A piston operating in an opposed air cylinder returns the brush to its starting position. The action may be repeated as many times as desired. The machine will handle any 1 1/2" to 3" pipe up to 10' long.

Three compartments all in the same unit provide for soaking, washing, and rinsing. The machine is constructed with a stainless steel or galvanized metal tank, and is available without air compressor if an air supply is available.

Pictures and details are available in a new folder.



*A standing invitation
to take your troubles to*

American Food's TASTE AND TEXTURE CLINIC

Dedicated to the improvement of your products and lower production costs

American Food Laboratories, Inc., 860 Atlantic Avenue, Brooklyn 17, N. Y.

SHO-LITE LID

Sho-Lite Lid, an ice cream cabinet lid combined with an illuminated point-of-sale device to attract shoppers, is expected by R. K. Merritt & Associates to help increase ice cream sales. A glowing sign super-structure reportedly draws potential customers to the ice cream cabinet, where they find favorite brands priced and brightly displayed under a transparent lid. Flipped up easily, the Sho-Lite Lid invites customers to serve themselves without groping or having to question clerks.

The translucent, acrylic sign super-structure, trimmed in attractive colors, boasts a stainless steel (or Bonderized baked enamel) metal fixture for added sturdiness.

The name of a "favorite brand" ice cream embossed in the fact of the sign in raised, colored letters sells the ice cream brand stocked, rather than just ice cream, the manufacturer says. Within the Sho-Lite, an 18-inch Lumiline Lamp spotlights the cabinet contents and warms the top and bottom of the lid to dispel condensation and "fogging."

The lift-lid is described as a reinforced, single-thickness of tough, crystal-clear acrylic. Dirt, dust, drafts and frost accumulation cannot harm packaged ice cream covered by the Sho-Lite Lid, the manufacturer claims. Rubber mounting on the bottom edge insures air-tightness and silent, gentle closing of the lid.



12

YORK COMPRESSORS

A new line of refrigeration compressors for ammonia application has been developed by York Corporation for the 1950 market to handle from 15 to 275 horsepower equivalent of refrigeration with a much improved economy, according to John R. Hertzler, Vice-President and General Sales Manager of York Corporation.

"Termed V/W compressors because of the arrangement of its cylinders," Mr. Hertzler said, "the new line results in a greater freedom from vibration similar to the finest of airplane engine designs."

The ammonia V/W compressors are available for use with remote condensing equipment (either water cooled or evaporator cooled condensers) to meet every refrigeration need in the range of 15 to 275 horsepower inclusive. They are designed with four, six, eight, 12 and 16 cylinders and for direct connection to motor.

REPLACEMENT PARTS

Walter Raskin, President of Dean Products, Inc., formerly with the Standard Division of Noma Corporation, has announced that his company will offer to the industry certain important replacement parts such as lids, collars, tanks, etc. which have been relatively difficult to obtain. Mr. Raskin states that the policy of the company will be to study the needs of the industry and to produce items to lower operating and maintenance costs. Inquiries are invited from all who may have special replacement problems.

DOJAMA BOARDS

Dojama Eastern Corporation has introduced its Dojama Composition Display Boards, with changeable letters. Made of light-weight plastic, the boards can be mounted or hung from any surface, including glass, according to the manufacturer. The boards are assembled and fabricated from one or more special de-

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sign (patent pending) tongue and groove channels, extrusion molded from Dow Chemical Company's Styron plastic. Each channel holds one line of character plates which are approximately one inch square and upon which the various characters are silk screen printed. Various sizes and colors are available. Additional information is available from the company.

CONSOLITE SIGNS

Consolite Corporation goes into 1950 with an expanded line of products, plant facilities and field personnel. In addition to all types of metal "signs that sell", they are specializing in complete highway sign service for Ohio and neighboring states. A 1950 addition to the line is the Super-Ad Thermometer, 7" x 27" in size and which, like the Door Bar, has 60 square inches of advertising area.

Incorporating the Consolite reflectorizing process for major copy or illustration, the aluminum Duradient signs also are expected to be especially popular in 1950 because of their wide utility, according to Emery F. Sevitts, general manager of Consolite.

PENNCO BOOKLET

Pennco, Inc., has issued a new booklet which illustrates and describes the firm's "Bob-ette" syrup and crushed fruit dispenser.

Designed to fit the shallow sleeve of all chest-type cabinets, the "Bob-ette" can be installed in one minute, according to the manufacturer. The superstructure is 12" wide and extends 15 1/2" above the cabinet top. The well extends into the sleeve to a maximum depth of 5 1/4".

Letters attesting to the increases in sales achieved by the use of these units are quoted in the Pennco booklet. Copies of the publication are available on request.

16

14

17

15

***No charge for any of the following services:**

- (a) Analyses and new product development
- (b) Reformulation of your product and its ingredients
- (c) Practical application of latest scientific progress
- (d) Advisory service on the use of the following tested and approved products



**TASTE AND TEXTURE
CLINIC**

FLAVORS

Vanilla Extracts and Powders
Pure Coffee Concentrate
True and Synthetic Fruits

STABILIZERS

Formula S-233
STA-VEL for Ice Cream
STA-VEL for Fruits

EMULSIFIERS

MARCOID (Liquid)
WILCOID (Powder)
CONCENTRATE "A" (Plastic)

Also **FOOD SPECIALTIES** such as VEL-MARSH Marshmallow Powder

CLEARVIEW CABINETS



Four new Clearview ice cream merchandising cabinets, available with or without superstructures, have been announced by Schaefer, Inc.

The new Clearviews, states the manufacturer, have stainless steel, finger-touch sliding glass doors of triple Thermopane, with double step track feature, all steel construction and narrower widths to allow passage through most any door. Maximum display and capacity are insured by engineered spacing of partitions.

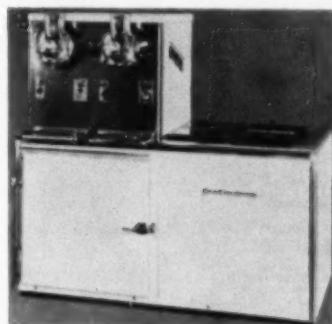
In announcing the new models, Robert B. Norris, Vice President, said, "The reception accorded our new line for 1950 indicates the accuracy of the customer preference study made last year, upon which we based our new design and models. Most users expressed a desire for extra capacity in the conventional models and this feature was incorporated. Even capacity in our chest type models was increased without enlarging the size of the cabinets."

The new Clearviews are available in four models; Clearview 8, Clearview 13 (illustrated), Clearview 20, Clearview 28. Either mirror or three dimensional color picture or Kodachrome superstructures are optional on all models.

18 SWEDEN COMBINATION 19

The Sweden Freezer Manufacturing Company announces a new series of models have been added to their 1950 line of fountain freezers. Each of the models consists of the freezing head portion of a standard Sweden Speed Freezer combined with a mix compartment and a hardening-dispensing cabinet into one compact unit.

The outstanding features of these new units, according to the manufacturer, are their versatility and small space requirements. A complete soft and hard ice cream plant in itself, each combination provides storage space for twenty-four gallons of mix and forty gallons of ice cream. Combinations with two freezing



heads permit continuous production of one flavor, two different flavors, or soft ice cream in one head and milk shakes in the other. In addition, hard ice cream or ice cream novelties can be made in the freezer and then hardened and dispensed out of the cabinet. This is made possible by a temperature control that permits hardening of the products at a low temperature and then dispensing of them at a higher temperature.

Available in this combination series are the double-head four-quart, the single head 2½ gallon, and the single head four-

quart freezers. The larger combination models may be obtained with suitable remote condensing units; the single head four-quart freezer combination is completely self-contained.

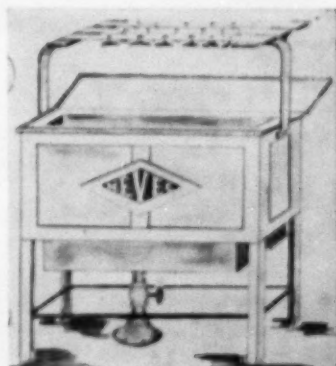
Additional information is available on request.

NOVELTY EQUIPMENT 20

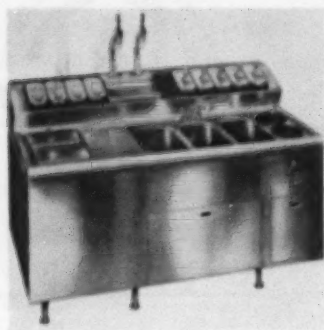
The New England Vending Equipment Company has developed two aids to the manufacture and sale of ice cream vending.

The firm's new vending box is made of wood, with ½-inch insulation. It weighs 13½ pounds, and its size is 18 x 16½ x 9½. It has domes on the bottom to prevent it from getting dirty when set down. Its capacity is ten to fifteen 10c novelties.

Equipment designed to enable the small ice cream manufacturer to produce his own chocolate-covered ice cream on-a-stick has also been placed on the market (see illustration). The manufacturer states that this machine, the Chocolate Paddle Pop Machine, and two people can turn out 120 dozen 10c novelties or 180 dozen 5c novelties in eight hours. Dripping top, tank, and clip bars are all stainless steel. Additional information is available on request.



BASTIAN BOBTAIL



A new all-steel, all-dry soda unit, 5'6 1/2" long, has been announced by the Bastian-Blessing Company.

The new bobtail, designed to meet the requirements of operators whose space is limited, is an addition to the Company's de luxe Superior line, and is equipped with all its patented exclusive features, including super-soda draft arms, Johnson Flash water cooler and hermetically-sealed stainless steel lids. The one-piece stamped-out steel top has a rolled front edge which forms an unbroken line when assembled with the company's ice cream cabinets.

A descriptive circular will be sent free upon request.

It was also announced by the company that Baumgartner's Dairy Store in Kewanee, Illinois, has undergone complete modernization.

Outstanding among the new equipment installed is a 40-foot fountain-luncheonette counter and an all-steel Bastian-Blessing soda unit. Baumgartner's Dairy operates a number of retail stores in the vicinity of Kewanee.

21 FRIGIDAIRE LINES

New and improved engineering design and styling have been incorporated into extensive commercial refrigeration and air conditioning equipment lines, which include more than 400 separate products, marketed by Frigidaire Division of General Motors, according to a recent announcement.

Highlighting the broad lines are glass-door commercial "reach-in" refrigerators; a new room air conditioner of modern design; new self-contained milk coolers and a new water cooler. In addition a new large-capacity open-type Zero Self-Server (see photograph) is included in the wide ice cream cabinet line.

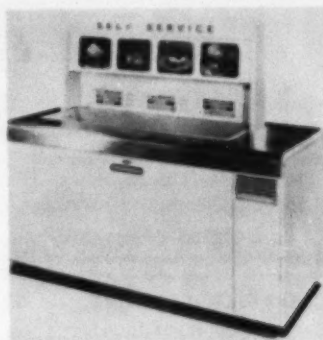
Rivalling their household refrigerator counterparts in advanced engineering design, attractive styling and appearance, are three new commercial refrigerators (RIL-27, RIL-44 and RIL-62) equipped with distinctive new doors featuring oval-shaped display windows. Produced for use in food and dairy stores, restaurants, flower shops, taverns, hotels and other such establishments, these new models are especially designed to stimulate customer impulse buying. Each display window is constructed of three double-strength glass panes to keep the cold inside and the heat out. The three models, with food storage capacities of 27, 44 and 62 cubic feet, are also produced with conventional solid doors.

Cabinets are constructed of heavy gauge steel with welded over-lap joints sealed to keep out moisture. Interiors are finished in white porcelain with acid-resistant bottom panels. Three inches of fibrous glass insulate the walls, top, bottom and doors. Automatic interior lights are standard on all models.

One of the most important features of these new refrigerators, according to the

22

manufacturer, is a forced air cooling system, which is designed to provide a gentle,

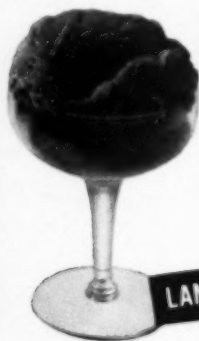


continuous flow of cold air throughout the compartment. An enclosed fan, located in the top, draws warm air from the food compartment and forces it over a large fin-type cooling unit. Cold, moist air is then returned to the lower part of the compartment by a concealed duct and distributed through an opening extending the full width of the cabinet. Thus foods are protected in any section of the storage compartment and the loss of cold air is minimized when the doors are open.

The Division will round out its line of open-type Zero Self-Server ice cream cabinets by adding a new 11.2 cubic foot model (ICOL-112). Other models include one with 5.2 cubic feet of storage space (ICOL-53), and another with 8.2 cubic feet of storage space (ICOL-82). These open-type models have the same modern styling and advanced engineering design as the Division's wide line of self-contained white-lidded ice cream cabinets. Full-length top to bottom storage is provided by a radically new Meter-Miser compressor arrangement and a new under-the-cabinet condenser.

McGraw
CONCENTRATE EMULSER
"for the finest in ice cream"

McGRAW CHEMICAL COMPANY
831 SOUTH WABASH AVE., CHICAGO 5, ILLINOIS



NESTLÉ'S
RUNKEL'S
CHOCOLATE FLAVORS
COCOAS
The Greatest Taste
in Chocolate
LAMONT, CORLISS & COMPANY

60 Hudson St., New York 13, N. Y.
Branches in Principal Cities

Coming Events

FEBRUARY 12-14—Hotel Mayo, Tulsa, Oklahoma; Annual Convention of the Oklahoma Dairy Products Institute.

FEBRUARY 14-16—Hotel Pantlind, Grand Rapids, Michigan; 66th Annual Convention of the Michigan Allied Dairy Association.

FEBRUARY 15-17—Hotel Lafayette, Little Rock, Arkansas; Annual Convention of the Arkansas Dairy Institute.

FEBRUARY 20-21—Hotel Rice, Houston, Texas; Annual Convention of the Dairy Products Institute of Texas.

FEBRUARY 20-MARCH 3—Raleigh, North Carolina; Short Course Conference in Ice Cream Making, North Carolina State College.

FEBRUARY 23-24—Manhattan, Kansas; Dairy Industry Conference at Kansas State College for field men, plant personnel, and managers. Information can be had from the College's Department of Dairy Husbandry.

FEBRUARY 27-MARCH 1—Corvallis, Oregon; 39th Annual Dairy Manufacturing Short Course Convention of the Oregon Dairy Manufacturers' Association.

MARCH 6-11—Pullman, Washington; 19th Annual Institute of Dairying of the State College of Washington. Information can be had from Professor H. A. Bendixen, of the College's Department of Dairy Husbandry at Pullman.

MARCH 8-9—Hotel Brown, Louisville, Kentucky; 25th Annual Meeting of the Dairy Products Association of Kentucky.

MARCH 23-24—Madison, Wisconsin; University of Wisconsin Annual Dairy Manufacturers Conference, sponsored by the University's College of Agriculture.

MARCH 27-28—Hotel Morrison, Chicago; Annual Meeting of the American Dairy Association.

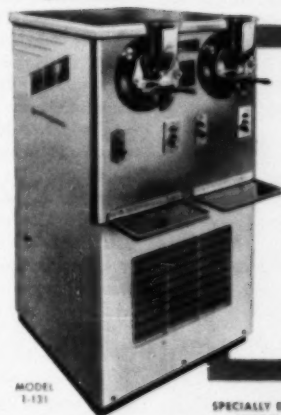
MAY 7-10—Hotel Traymore, Atlantic City, New Jersey; Annual Convention of the Flavoring Extract Manufacturers Association.

JUNE 6-8—Hotel Biltmore, Palm Beach, Florida; Annual Convention of the Florida Industry Association.

AUGUST 7-8—Hotel Greenbrier, White Sulphur Springs, West Virginia; Annual Convention of West Virginia Dairy Products Ass'n.

SEPTEMBER 13-15—Hotel Fort Des Moines, Iowa; Annual Convention of the Association of Ice Cream Manufacturers and the Iowa Milk Dealers Association.

OCTOBER 16-21—Atlantic City, New Jersey; 17th Dairy Industries Exposition, staged by the Dairy Industries Supply Association.



A Model for Every Need

FOR YEAR 'ROUND PROFITS

No matter what the season—or the nature of fountain operation—NEW profits are being built with Soft Ice Cream and Frozen Custard dispensed from Sweden Speed Fountain Freezers.

HERE'S HOW:

- a. Sweden dispenses popular products of delightfully smooth texture and delicate taste. Builds volume!
- b. Sweden products eliminate shrinkage, require less weight per serving than hard ice cream. Cuts food costs on average of 50%.
- c. Sweden eliminates dipping, scraping, handling. Cuts labor costs 50% or more!

SPECIALLY DESIGNED for fountain use, SWEDEN is the most practical freezer ever manufactured. Both floor and table models available, producing 1 to 30 gallons per hour. Yet—

profits begin with sales as low as cost to five gallons per day! Floor space requirements are small. Approximately 2 feet x 2 feet for Model 1-131, even less for many other models!

SWEDEN FREEZERS

the
FOUNTAIN
FREEZER

SWEDEN—Gold Medal Winner at the Brussels Food Exposition—sharply reduces food and labor costs. For more information, write to:

SWEDEN FREEZER MANUFACTURING CO.

Dept. F-5-H • SEATTLE 99, WASHINGTON



FRED G. WARREN GETS CAROLINA POST

Fred G. Warren, formerly on the staff at the University of Maryland, has been appointed associate professor of dairy manufacturing at North Carolina State College. Dr. D. W. Colvard, head of the Animal Industry Department, announced last month. Dr. Warren replaces Dr. W. S. Arbuckle, who resigned recently.

Employed jointly by the College and the Agricultural Experiment Station, the new staff member will conduct research as well as teach courses in ice cream making, cheese making and testing dairy products. Other assignments will include coaching student dairy products judging teams and counseling undergraduate students in dairy manufacturing.

Dr. Warren, a native of Kansas, received his college training at Kansas State and Pennsylvania State Colleges. He received his B.S. degree from Kansas State in 1937 and his M.S. from Penn State in 1942. He spent the following three years in the service with the Dairy Section, 4th Service Command Medical Laboratory, Fort McPherson, Georgia.

Discharged from the Army in March, 1946, he returned to Penn State to complete work on his doctorate in 1947. His professional career since then has included a year at Alabama Polytechnic Institute, Auburn, Alabama, as assistant professor of dairy manufacturing, and a year at the University of Maryland as associate professor.

The appointment has been approved by Dr. J. H. Hilton, dean of agriculture at State College, by Chancellor J. W. Harrelson, and by Acting President W. D. Carmichael, and by a special committee of the board of trustees.

BAR ASSOCIATION APPOINTS POLIKOFF

Harry Polikoff, attorney of New York City and Washington, D. C., who is active in the dairy industry, has been appointed a member of the Agriculture, Food and Drugs Committee of the Administrative Law Section of the American Bar Association.

TO AID RED CROSS DRIVE

George Loeffler, Vice-President of Nestle's Milk Products, Inc., and Michael Bachman, Sales Manager of the Blue Ribbon Ice Cream Company, have accepted the co-chairmanship of the dairy products division of the 1950 Red Cross Fund campaign of Greater New York.

Mr. Loeffler and Mr. Bachman will serve in the campaign section headed by John Burlinson, Vice-President of the Sheffield Farms Company. This group will carry the Red Cross appeal to the hotel industry, food industries, restaurants, florists, wine, liquor and tobacco firms, brewing and carbonated beverage industries.

Joseph A. Martino, President of National Lead Company, leads the Manhattan-Bronx Commerce and Industry Committee, which embraces all the manufacturing, commercial, professional and governmental fields and constitutes the largest fund-raising segment in the campaign. It is organized in ten sections and scores of groups and divisions.

Brig. Gen. E. F. Jeffe, Vice-President of Consolidated Edison Company, is Greater New York chairman of the appeal.

The Red Cross campaign will be launched throughout the city and the nation on March 1.

HUDSON NAMES GAUER

Hudson Manufacturing Company, importers and manufacturers of Vanilla products for more than sixty years, announces the appointment of Joseph A. Gauer as General Manager.

Joseph A. Gauer is well known in the industry, having been identified with Pritzsche Brothers, Inc., for nearly a quarter of a century, and until his retirement was Manager of the Chicago Branch.

He is past President of both The Chicago Drug & Chemical Association and The Chicago Perfumery, Soap & Extract Association. He has been very active in trade associations and was co-chairman of the 1949 Convention Committee of the Flavoring Extract Manufacturers Association.

DANIEL W. JANOVER DIES



DANIEL W. JANOVER

Daniel W. Janover, President of S. Gumpert Company, Inc., New York, died January 17 at his home, 1185 Park Avenue, New York City, after a brief illness. He was sixty-one years old.

He also was President of S. Gumpert Co. of Canada, Ltd., and S. Gumpert Co. MBH of Hamburg, Germany, as well as American Kitchen Products Company, Noxon, Inc., of New York, and Atmore &

Sons, Inc., of Philadelphia.

Born in New York City, Mr. Janover was graduated from New York Law School and admitted to the Bar in 1911. He became associated with his father-in-law, Sally Gumpert, and brother-in-law, Jack Gumpert, in S. Gumpert Company, Inc., in 1913, and following the death of Sally Gumpert in 1930 became President of the Company.

Under his direction S. Gumpert Company, Inc., greatly expanded its facilities in New York, Chicago, San Francisco, also in Canada and in Europe, and became one of the leading producers of processed food products for bakers, restaurants, hotels, hospitals, institutions, and ice cream producers throughout the world, as well as for the Armed Services of the United States.

In addition the Company acquired as wholly-owned subsidiaries American Kitchen Products Company and Noxon, Inc., both of New York, and last year Atmore & Sons, Inc., of Philadelphia.

Mr. Janover was widely known as a pioneer of new methods of food processing to protect flavor and quality, and under his guidance the Gumpert Company introduced many new and improved products for the specialized fields served. As a member of the Quartermaster Association Food Industry Group, he was active in aiding the Quartermaster Department in World War II.

Mr. Janover is survived by his wife, Roslyn Gumpert Janover, and his sons, Robert G. and Howard G. Janover, and his brothers and sisters, Jule, Rose Klein, Elihu, David, Wililam and Blanche Nasser.

Funeral services were held January 19 at Temple Emanu-El, New York City.

FLORASYNTH EXECUTIVE PARTICIPATES IN CEREMONY

Dr. William Lakritz, President of Florasynth Laboratories, and one of the directors of the Jerome D. Solomon Memorial Research Foundation, Chicago, recently participated in the opening ceremonies at the newly equipped laboratory and research library which has been set up in Hektoen Institute by the foundation. The Foundation has been in existence for many years and has contributed much to the worthy accomplishments of the Institute.

Meanwhile, at a meeting of directors of Florasynth Laboratories, Inc., held in New York recently, the first order of business was consideration of a year-end bonus for all Florasynth employees.

Following its long established policy, a substantial year end payment was voted employees for services rendered during the past year. Employees of all offices of the Company, throughout the United States, received the benefit of the bonus resolution.

DR. A. H. JOHNSON ELECTED

Dr. Lauren B. Hitchcock, president of National Dairy Research Laboratories, Inc., announced recently that Dr. Arnold H. Johnson, director of research at the Oakdale, L. I., laboratories, was elected Vice President and a director at the annual meeting of the board of directors. E. J. Mather, chairman of the board of Southern Dairies, was also elected a Vice President.

John H. Kraft, president of Kraft Foods Company; H. F. Judkins, of the executive staff of National Dairy Products Corporation; and Dr. J. C. Mauer, business manager of the Oakdale laboratories were elected members of the board of National Dairy Research Laboratories, Inc. Livingston S. Jennings was elected assistant secretary.


Dr. Johnson has been associated with the research work of National Dairy Products Corporation, owner of the National Dairy Research Laboratories, Inc., for the past twenty years. He has been at the Oakdale Laboratory since it was opened in 1947, and in 1946 won the C. E. Gray award for "achievement in research, development of standards for dry milk, and for general industry and public welfare."

JENSEN JOINS MORRIS PAPER

Walter Jensen, who has been associated with Creamery Package Manufacturing Co. for the past twelve years and has been manager of the Creamery Package Dallas, Texas branch for the past two years, resigned to become associated with Morris Paper Mills as of January 1.

Mr. Jensen, who is widely acquainted among the Dairy Industry in the Southwest, will continue to live in Dallas and represent Morris Paper Mills in Texas, Louisiana, Arkansas and Oklahoma.

Dutch Process **COCOAS**



by
Ambrosia
MADE IN THE U.S.A.

AMBROSIA CHOCOLATE COMPANY
MILWAUKEE



E. R. WIEGMAN (LEFT) AND GUS KINDERVATER

NEW POSTS FOR WIEGMAN, KINDERVATER

Anheuser-Busch, Inc., has announced the appointment of E. R. Wiegman as General Manager of the Refrigerated Cabinet Division succeeding Gus C. Kindervater, Vice-President, who has been made Vice-President in Charge of Sales, Brewery Division.

Mr. Wiegman has been associated with Anheuser-Busch since 1938 and with the Refrigerated Cabinet Division since 1942.

Mr. Kindervater was elected Vice-President in charge of the company's Refrigerated Cabinet Division March 12, 1947. Before assuming this post he was general Manager of all Anheuser-Busch beer branches.

Mr. Kindervater became Manager of the subsidiary company, Anheuser-Busch Ice & Cold Storage Company, New York, 1920. Four years later the company entered the highly competitive ice cream market in New York City and the task of guiding the new venture was entrusted to him. In six years he and his staff had boosted sales to one and a half million gallons a year. His association with Anheuser-Busch has been continuous save for five years beginning in 1930, when as a result of the outright sale of the Anheuser-Busch Ice Cream interest to the Borden Company he joined that organization to carry on as General Manager of their ice cream division.

While with Anheuser-Busch New York he promoted the organization of the Metropolitan Ice Cream Manufacturers Association and served as its President for two years. Subsequently he served as a director of the New York State Organization and then served two terms as President of the International Ice Cream Manufacturers Association. He was also President of the Bronx Rotary Club for two years and is now an honorary member of that organization.

WILLIAM J. MOFFET IS DEAD

William J. Moffet, 75, Director and Secretary of Detroit Creamery Company and its affiliates Ebling Creamery Company and Ohio Clover Leaf Dairy Company, died December 17. Born in Pittsburgh, Mr. Moffet came to Detroit in 1913 as local manager of the National Fireproofing Company. In 1919 he became associated with the John Schlaff Creamery, which later merged with the Ebling Creamery Company. Mr. Moffet was a member of the First United Presbyterian Church and financial secretary of the Detroit Presbytery.

Surviving are his wife, Carrie E.; three daughters, Marion E., Mrs. Carl Icenogle, and Mrs. Robert Pattullo; a son, William D., two brothers, Joseph E. and Calvin L.; a sister, Mrs. W. I. Conway, and three grandchildren.

W. R. McEWEN SUCCUMBS

W. R. "Bill" McEwen, former Advertising Manager of the Cherry-Burrell Corporation, died at his home in Fort Lauderdale, Florida, on January 15. He was 64 years old. Services were held in the Florida city on January 17.

Mr. McEwen retired December 31, 1943 because of ill health after many years of service to the Cherry-Burrell Corporation, and to one of its predecessors, the J. G. Cherry Company. He had served as Advertising Manager and Export Manager of the J. G. Cherry Company until the formation of the Cherry-Burrell Corporation in 1928, at which time he became Advertising Manager of the new firm.

Mr. McEwen is survived by his wife, Mrs. Jane McEwen.

ROBERT J. COOLEY GETS NEW ASSIGNMENT

Effective January 1, Robert J. Cooley was transferred from his post as Assistant General Sales Manager of the Carnation Company's Fresh Milk and Ice Cream Division to the position of Assistant Vice President of the General Milk Company, a foreign subsidiary of the California organization. Mr. Cooley is now working on sales and advertising problems under H. J. Mountrey, Vice President of the General Milk Company, which operates fourteen plants in countries all over the world.

RETURNS FROM EUROPEAN TRIP

John H. Limpert of Limpert Bros., Vineland, New Jersey, has returned from a trip to Europe, and is back at his desk for the fruits, flavors and nuts firm.

DO LIKE BORDENS Use Topflight Tape to "Sell" At Point-of-Decision Spots



J. Colon, New York Luncheonette Prop. applies Topflight Tape

Topflight advertising Tape is self-adhesive - can be placed where you want it in an instant. It is lustrous cellophane available in many color combinations. Printed to order with trademarks, slogans and product illustrations, it has instant eye appeal. Ideal for mirrors, tile, glass, metal and fine painted surfaces - will not mar the finish.

Costs less per day, per strip.
Write for information and samples.

TOPFLIGHT TAPE COMPANY
HUBER BLDG. YORK, PA.

For The Quality Compound Vanilla

★★★ **THREE STAR ESSENCE**

For The Best

TRUE FRUIT RASPBERRY

For The Finest

IMITATION STRAWBERRY #98

QUALITY
IN FLAVOR

VIRGINIA DARE

SINCE
1835

VIRGINIA DARE EXTRACT CO. INC. BROOKLYN 32, NEW YORK

COWARD NAMED BY NASH-KELVINATOR

Charles T. Lawson, Vice-President of Nash-Kelvinator Corporation in charge of Kelvinator sales, has announced the appointment of Charles J. Coward as merchandising manager.

Mr. Coward, who has been director of advertising and sales promotion for Kelvinator since 1940, will be responsible for all merchandising activities on Kelvinator household products and the overall advertising and sales promotion program for the Kelvinator Division.

J. C. Bonning, assistant director of advertising and sales promotion, has been named advertising and sales promotion manager. F. J. Worden becomes assistant advertising and sales promotion manager.

Mr. Coward will be assisted on merchandising by R. B. Trick, home freezer sales manager, and H. A. Willis, range sales manager. In connection with these changes, D. A. Packard, household sales manager, assumes additional overall household management responsibilities.

A. E. WILSON HEADS MILLS FREEZER SALES

With the introduction of their new 1950 line of counter ice cream freezers, Mills Industries, Inc., Chicago, announces the return of A. E. Wilson as Freezer Division Sales Manager. His field staff will include W. C. Graves, J. B. Schorer, J. H. Leadman, and O. E. Phillips.

ARTHUR B. COLE DIES

Arthur B. Cole, Eastern Sales Representative of the Savage Arms Corporation's Refrigeration Division, died January 28 in New Rochelle Hospital, New Rochelle, New York, after a long illness. He was 57 years old.

Mr. Cole was a native of New York and had been in the refrigerating and frozen food business most of his life.

Survivors are his wife, Mrs. Mary Cole; a son, Melvin A. Cole; and a daughter, Mrs. Arnold Agatson.

AMERICAN MAIZE ANNOUNCES CHANGES

The American Maize Products Company has announced the following changes in personnel: F. C. Frey, formerly general sales manager of the company has been named assistant to the Vice President in Charge of Sales.

Charles Sanford has been appointed Manager of the Bulk Sales Department. He was formerly assistant sales manager of the package sales department.

William Wylie, Chicago, who has served in various sales capacities has been named manager of the company's Central Division Package Sales Department.

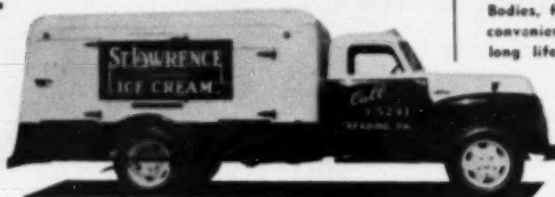
A. C. Hopkins, Jr., has been appointed assistant manager of the Bulk Sales Department. The appointment of Mr. Hopkins, who was formerly manager of the Chemical Sales Division becomes effective immediately.

A. C. HOPKINS, JR. (LEFT), F. C. FREY (CENTER), AND CHARLES SANFORD OF AMERICAN MAIZE PRODUCTS



THE
KEYSTONE
770
GALLON
BODY

Priced Right!



Keystone Wagon Works, inc.

Founded 1844
2nd & Norris Sts., Phila. 22, Pa.

The popular "770" is another of these ruggedly built Keystone Bodies, for the operator who seeks convenience, maximum pay-load and long life from his body-dollar investment. Note the beautiful streamlined design, with drop compartments in front and rear for accessibility. Self-contained refrigeration system, adds to efficient, economical operation. It's just one of many Keystone models available to you. Write today!

SWANSON APPOINTED BY CLINTON FOODS

Robert A. Swanson has been appointed manager of the Feed, Oil and Soybean Sales Department of Clinton Foods, Inc., Clinton, Iowa, it has been announced by Carl Whiteman, Vice President in charge of sales and advertising. John H. Wilson was promoted to assistant manager of the department.

Mr. Swanson has been with the company since 1932. He recently pioneered the development of Dex-Mo-Lass, a new dry molasses feed for livestock produced by Clinton. Mr. Wilson has been with the company since 1933.

C. A. MILLER JOINS KELLOGG FIRM



C. A. MILLER

Appointment of Mr. Miller brings to the Kellogg organization another veteran vanilla man experienced in the flavor problems of the ice cream manufacturer. This addition to Kellogg's sales force is in line with the company's expansion program, since factory space and production capacity was recently doubled.

C. A. Miller, vanilla sales representative in the Southeast, South and Southwest for many years, and widely known among Dixie Flyers and Southern ice cream manufacturers, has joined the sales staff of France E. Kellogg Co., Milwaukee, Wis., specialists in vanilla. Active in suppliers' associations in the South, Mr. Miller will cover the southern territory for Kellogg.

NASH-KELVINATOR APPOINTS THREE

Charles T. Lawson, vice-president of Nash-Kelvinator Corporation in charge of Kelvinator sales, has announced two new executive appointments in the Pacific Coast region. The appointees are E. B. Barnes, as regional manager, and John Downing, as Los Angeles zone manager.

Mr. Barnes succeeds the late C. J. Bachman. He joined Kelvinator in 1936 in the advertising and sales promotion department at Detroit. In 1939 he was named district manager for New England, and in 1940 moved to Los Angeles as branch manager. Mr. Barnes has been zone manager there since October, 1945.

Mr. Downing entered the appliance field as a retail salesman in 1932. He joined Kelvinator as a district manager in Los Angeles in 1940 and in 1947 was appointed sales manager of the zone.

Appointment of Willard E. DeCamp as household sales manager of Kelvinator's Chicago zone has been announced by H. A. Dahl, Chicago zone manager. Mr. DeCamp, formerly branch manager for Kelvinator at Des Moines, joined the company as a district manager in the Chicago zone in 1945.

NEW PARTNER FOR PREFERRED BRANDS

Sam E. Kostelny has been named a partner in the Preferred Brands Company, Chicago, sales representatives of basic materials for food manufacturers. For the past five years, Mr. Kostelny has been district sales manager of the Products Division, Central Soya Company, Inc. He has more than twenty years' experience in the food processing industry.

VALUABLE HELP FOR YOUR DEALERS!

Your Dealer's need is not merely the replacement of old Fountain Equipment. He also needs an expertly planned installation that will yield him a greatly improved volume of profitable sales.

He is entitled to the maximum results possible from the investment he makes.

GRC can be of surprising help to you and your Dealer



GRAND RAPIDS CABINET COMPANY
GRAND RAPIDS MICHIGAN

in Planning Service. We are interested in results our installations produce.

And you will find GRC Fountain and Luncheonette Equipment designed and built for sales results—modern, sanitary, attractive, easy to work on, and sturdily constructed for long years of high volume service. Our Sales Representative will welcome the opportunity to work with you.



First IN QUALITY

for

ice cream

chocolate milk

buttermilk

cottage cheese

half and half

MINERAL SALTS

HORNER SALES CORPORATION

PITTSBURGH 8,

PENNSYLVANIA

MISS BARLI HEADS NDC UNIT

Another step in stimulating more sales and profits for the dairy industry was taken recently when the Dairy Council of Syracuse, New York, was organized. Appointed to head the newly organized unit, an affiliate of the National Dairy Council, was Miss Victoria Barli, a specialist in foods and nutrition who, during the past year has been teaching Home Economics in the Pembroke, N. Y., School System. Miss Barli has been engaged in nutrition work for ten years as a dietitian, cafeteria manager, and teacher.

CHOCOLATE FIRMS ELECT FOUR

Lamont, Corliss & Company, manufacturers of Nestle's Chocolate Products, has announced the election of two new vice presidents, Donald Cady, who will act as Merchandise Manager and M. H. Saxe, Manager of the Bulk Chocolate Sales Department.

At the same time, the Peter Cailler Kohler Swiss Chocolates Co., Inc., wholly owned manufacturing subsidiary of Lamont, Corliss & Company, announced the election of Glenn E. Truax as vice president and John M. Whittaker, vice president, in charge of raw material purchases.

ISALY COMPANIES ANNOUNCE CHANGES

Announcement of the appointment of David J. Isaly as General Manager and Treasurer of the Isaly Dairy Company, Marion, Ohio, was made recently by Henry W. Isaly, President of the Company.

A corresponding announcement was made by Ruhland D. Isaly, President of Isaly's Incorporated of Columbus, Ohio regarding the appointment of William R. Isaly as General Manager and Treasurer of that Company.

William R. Isaly, previous to this appointment, had been General Manager and Treasurer of the Marion Company.

David J. Isaly had previously been Chief Store Supervisor of the Marion Company.

Both are sons of Mrs. Charles H. Isaly of Marion, Ohio, widow of the late Charles H. Isaly, one of the founders of the Isaly Organization.

EXECUTIVES AID NDC DRIVE

Forty-three leading executives in the dairy industry in states from coast to coast are busy this month selling memberships in the National Dairy Council in connection with its annual drive for funds to promote more sales and profits for the dairy industry.

SUTHERLAND NAMES 2

Andrew Eppler was recently assigned by the Sutherland Paper Company to the sales territory in western Pennsylvania, also embracing a few counties in Ohio and West Virginia, with headquarters at Pittsburgh. He has completed an extensive sales training program since joining the Sutherland Sales force.

Robert G. Neff, formerly Ass't. Manager Food Packaging Department of Crescent Paper Company, has also recently joined the Sutherland Paper Company sales force.

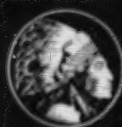
Following the completion of Sutherland's sales training program he has taken over a newly created sales territory, made up of parts of Kentucky, Illinois and Indiana, with headquarters at Louisville, Kentucky.



ROBERT G. NEFF



ANDREW EPPLER



again in '50
the SWING is to **SAVAGE**
ICE CREAM
CABINETS

To see
why,
turn to
PAGE 3

NATIONAL DAIRY APPOINTS GUNDELL



GLENN GUNDELL

Glenn Gundell, for the last five years with the *Saturday Evening Post* as advertising and promotion manager, has been appointed director of advertising and sales promotion for National Dairy Products Corporation, it was announced recently by L. A. Van Bomel, President. Mr. Gundell assumed his new position November 14.

Prior to joining the *Saturday Evening Post*, Mr. Gundell was with the General Electric Company for nine years as advertising and promotion manager of various divisions. Before that he had been a newspaperman for three years and in advertising agency work for six years.

He is a native of Denver, Colo., and received his college education at the University of Nebraska.

MILLS GETS POST WITH STANGE

Alan T. Mills was recently appointed sales representative for Wm. J. Stange Co., manufacturers of C.O.S. Seasonings, Peacock Brand Certified Food Colors and N.D.G.A. Antioxidant. He will service the Washington-Utah territory with headquarters in the company's west coast offices in Oakland, California. Mr. Mills was associated with Leslie Salt Co. in a sales capacity before joining the Stange organization.

AMERICAN HOME FOODS NAMES TINGDALE

Warren Tingdale, Vice President in charge of sales and advertising of Boyle-Midway, Inc., will also become Vice President in charge of sales and advertising of American Home Foods, Inc., Walter F. Silbersack, President of American Home Products Corporation has announced.

ROSENBAUM ELECTED

The Pan American Association of Philadelphia recently elected Robert Rosenbaum as its Second Vice-President, in recognition of his services in developing a better understanding between the countries of the Western Hemisphere. Mr. Rosenbaum formerly served as a member of the Board of the Association, which includes many explorers, archaeologists and Latin American diplomatic representatives in its membership.

Mr. Rosenbaum's first contact with Latin America came in the late 1930's when he surveyed the possibilities of Puerto Rico as a potential future source of vanilla raw materials for David Michael and Company, of which he is treasurer. As Chairman of the Area Development Committee, of Dairy Industries Society International, he has extensively traveled through most of the West Indies in recent years and has assisted in the formation of the Cuban Dairy Council. Under his supervision, and at the direct invitation of Governor Hastie, the first modern pasteurizing plant was established in the Virgin Islands.

The Pan American Association has appointed Mr. Rosenbaum as liaison officer for the countries of Cuba and Haiti. He has arranged for the forthcoming visit of His Excellency Joseph Charles, Ambassador from Haiti, to Philadelphia where the Ambassador will receive an award from The Young Men's Christian Association and also address a special luncheon meeting of the Pan American Association.

MERKLE GETS GOOD HUMOR POST

Frank P. Merkle, long associated with Chicagoland Dairy Activities, former owner and President, Merkle Dairy Company, has been appointed General Manager of the Chapman and Coast-Currie Division of the Good Humor Company of California, one of the largest ice cream chains in the world with headquarters at 999 W. Washington Boulevard, Los Angeles.

He was for many years a member of the Chicago Stock Exchange and comes from a pioneer Chicago family connected with the Dairy Industry for more than one-hundred years.

BY POPULAR DEMAND

A Second 1950 GUNDLACH

ICE CREAM SALES SCHOOL

CINCINNATI, OHIO ★ MARCH 7, 8, 9

Increased Sales and Profits • Franchised Dealers • Soft Ice Cream • National Magazine Advertising • These are just a few of the vital, outstanding topics to be discussed.

January Session was outstanding success... Don't miss the three most profitable days of the year!

Write for Details... Registrations Now Accepted

1201-07 West
Eighth St.

G. P. GUNDLACH & CO.

Cincinnati 3, Ohio
Box "A"

"Servants to the Dairy Industry"

SAWYER REPRESENTS DOLE

Albert F. Sawyer was appointed District Factory Representative of Dole Refrigerating Company on November 11. His territory is comprised of the South Eastern States. For more than eleven years, Mr. Sawyer was employed in the firm's Engineering Department in Chicago.

ALPHA AROMATICS APPOINTS YOST



ELMER P. YOST

Alpha Aromatics, Inc., manufacturers of a complete line of processed fruits and flavors, announces the appointment of Elmer P. Yost of Columbia, South Carolina, as district sales manager. Mr. Yost will handle the company's complete line in North and South Carolina, Alabama, Georgia, Mississippi and Florida.

Mr. Yost has many years' experience in the ice cream industry; he operated a creamery in Virginia making butter, ice cream and bottling milk until 1938. Then Mr. Yost was with the Pet Dairy Products Co. and in the retail ice cream business. Thereafter, he devoted his time to the selling of fruits and flavors.

McHALE NAMES SAM LALANDE



SAM LALANDE

Chief Engineer Sam Lalande has been made a Vice-President of McHale Manufacturing Company, Los Angeles, stainless steel engineers for dairy production.

Mr. Lalande became a McHale man in 1942. He has devoted his time to the engineering and development of the processing techniques of the McHale ice cream batch weigh mix tank, suspended coil cream and butter-milk machine, refrigerated tanks, case washer and the two-compartment surge tank which he designed.

GEORGE H. HAAS JOINS MAHONEY FIRM



GEORGE H. HAAS

George H. Haas of Kenmore, New York, has joined the sales staff of the S. H. Mahoney Extract Company, Chicago, as representative in New York State and a portion of Pennsylvania.

Mr. Haas is well known to ice cream manufacturers in the area to which he has been assigned by the vanilla firm.

Mr. Haas' home address is 296 Highland Parkway, in Kenmore, 17, New York.

FRANK SPORTOLARI JOINS LE ROY FOODS



FRANK SPORTOLARI

Frank Sportolari, former veteran salesman for R. G. Moench and Company, has joined Le Roy Foods, Inc., of Brooklyn, New York.

Mr. Sportolari, known to his friends as "Sport," will cover a Southern territory for the novelty firm, it was announced. His appointment to the staff of Le Roy became effective in January, shortly after his resignation from R. G. Moench and Company.

Mr. Sportolari will represent the entire Le Roy line of novelty-making equipment.

NYVOLD NAMED BY PALM BROTHERS

Palm Brothers, Inc., of Minneapolis, distributor of the Bastian-Blessing line of fountain-luncheonette equipment, has added Bob Nyvold of Minneapolis to its sales staff. Mr. Nyvold is well known in northern Minnesota and throughout the State of North Dakota, the territory he will cover for Palm Brothers, as he spent three years there in sales and supervisory work for the Carnation Milk Company, with headquarters in Minneapolis.

What will you pay for a 7000 gallon mix stop?



Carvel Dairies, Div. of Carvel Corp., will deliver the entire package, including operator. Contact us today.

CARVEL CORPORATION

Established 1934

550 West 35th St.
New York, N. Y.

PURO
STABILIZERS

For Puritizing Fruits, for Ripples, for making Fudge Ripple Sauce, also Sherbets & Ices.

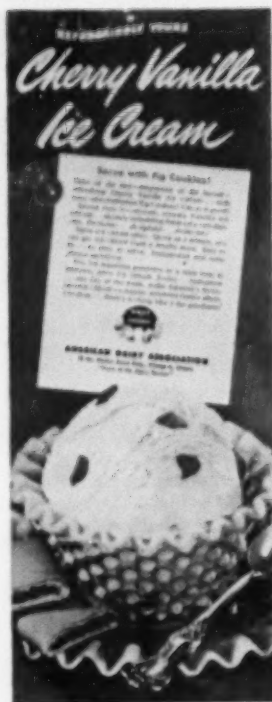
The Standard for Over 25 Years!

BALCH **FLAVOR**
COMPANY
(PURO DIVISION)

1309 ADAMS STREET PITTSBURGH 12, PA.

Business News

FEBRUARY PROMOTION OPENS 1950 CAMPAIGN



The ice cream industry sets its 1950 sales sights with a special flavor-of-the-month merchandising event in February. Featuring cherry vanilla ice cream, the nationwide mobilization of selling forces is keyed to booming sales of ice cream and fig cookies.

Representing the initial industrywide across-the-country promotion focused on one flavor, the event is a cooperative undertaking of the Ice Cream Merchandising Institute, the Fig Institute, the American Dairy Association and related food advertisers.

Full color advertising of the American Dairy Association in national magazines will spearhead the sales drive. Ads are scheduled for the February issue of *Saturday Evening Post*, February 14 issue of *Look Magazine*, February issue of *Ladies' Home Journal* and the March issue of *Better*

Homes & Gardens which will be on the news stands the middle of February.

More advertising power in this ice cream sales drive is generated by the National Biscuit Company. The NBC schedule includes: February 14 issue of *Look Magazine*, also the February issues of *Woman's Home Companion* and *McCall's Magazine*. As follow-up, the March issues of *Good Housekeeping* and *American Home* and the metropolitan magazine sections of the *Herald-Tribune* and the *New York Times* on March 5 will also carry full color advertising for fig newton cakes with cherry vanilla ice cream.

Another advertisement featuring cherry vanilla ice cream as the flavor-of-the-month will appear over the signature of the Marathon Corporation in the *Saturday Evening Post*. Other ads will appear in regional markets.

ICE CREAM NOVELTIES EXPANDS

Ice Cream Novelty, Inc., 110 Murray Street, New York City, has acquired an additional 20,000 square feet of space in order to "meet the increased demand by ice cream manufacturers for the firm's line of Donald Duck frozen confections," according to an announcement by Irving Jaffe, President, and Ethel Newman, Vice President in Charge of Sales.

Expansion of the merchandising, promotion, processing and advertising departments of the company will be facilitated by the

acquisition of offices at 99 Murray Street, near the firm's present headquarters. New personnel has been hired to help the ice cream manufacturer market the entire Walt Disney line, including the Donald Duck Icy-Frost Twins, Donald Duck Ducky Dubble, Donald Duck Kreami-Frost, Donald Duck Fudgi-Frost, Nutcracker Sweet, Hi-Ho Sundae, Nip Up, and Pluto, Dumbo and Goofy confections. A concentrated series of promotions, involving the opening of new sales outlets and the operation of incentive programs wherein retail store owners, drivers and consumers will receive valuable premiums, is in the offing. A nationwide public relations program, featuring newspaper, radio and television advertising will be an integral part of the promotions, the firm's executives said.

Tie-up of Walt Disney Productions with Ice Cream Novelty, Inc., enables the ice cream manufacturer to "cash in" on the nationwide interest in these world famous Disney characters. Latest phase of this tie-in is the soon-to-be-released full length motion picture, "Cinderella."

"The Walt Disney 'Cinderella' Ice Cream Desserts will be marketed nationally by Ice Cream Novelty, Inc., through thousands of ice cream manufacturers and over 100,000 retail outlets from coast to coast," states Miss Newman. She estimates that more than 1,000,000 packages of this new confection will reach the tables of Mr. and Mrs. America each week. The confection is being put up in carton size with each package bearing an illustration of Cinderella and two of the new Disney animal characters. The novel ice cream dessert package will be given an extensive advertising and promotional campaign.

Both Mr. Jaffe and Miss Newman expressed complete satisfaction and optimism at the number of ice cream manufacturers who are participating in their firm's program. In addition, they said that Ice Cream Novelty's large staff of engineers and technicians has developed a complete line of modern, efficient novelty-manufacturing equipment.

An indication of the continued growth of ICN, according to Miss Newman, was afforded in the announcement that there are now more members of the Donald Duck Icy-Frost Twins Club than ever before. A completely separate staff handles all club functions, promotions and social and athletic activities. The club is said to be fast developing into one of the largest nationwide youth organizations in America with representation in every part of the country.



ETHEL NEWMAN



IRVING JAFFE

ICE CREAM FIELD ON MICROFILM

ICE CREAM FIELD has entered into an agreement with University Microfilms, Ann Arbor, Mich., to make available to libraries issues of this publication in microfilm form.

Microfilm makes it possible to produce and distribute copies of periodical literature on the basis of the entire volume in a single roll, in editions of 30 or more, at a cost approximately equal to the cost of binding the same material in a conventional library binding.

Under the plan, the library keeps the printed issues unbound and circulates them in that form for from two to three years, which corresponds to the period of greatest use. When the paper copies begin to wear out or are not called for frequently, they are disposed of and the microfilm is substituted.

Sales are restricted to those subscribing to the paper edition, and the film copy is only distributed at the end of the volume year.

The microfilm is in the form of positive microfilm, and is furnished on metal reels, suitably labeled. Inquiries concerning purchase should be directed to University Microfilms, 313 N. First Street, Ann Arbor, Michigan.

AMERICAN FOOD LABS OPEN NEW OFFICE

American Food Laboratories, Inc., has opened a new office and warehouse for service to ice cream manufacturers, confectioners, and bakers on the West Coast. Joseph Glaubman, president of the firm, has announced.

The new distribution center is located at 3968 North Mission Road, Los Angeles. American Food Laboratories, whose plant is at 860 Atlantic Ave., Brooklyn, N. Y., has maintained sales offices in Los Angeles, for some time, under the management of Seymour Siegel. Mr. Siegel will continue to direct the firm's western business from its new headquarters on the West Coast.

Following the firm's annual Christmas party for employees, representatives from across the country and overseas gathered to attend the annual sales meeting and year-end party, held at the Brooklyn plant from December 27 to 29.

The visitors were made thoroughly familiar with the latest facilities for the production and storage of vanillas, fruit and coffee flavors, stabilizers, and other products made there.

After an opening lecture tour, they heard a series of talks by Dr. Willis Steinitz, technical director; Harry S. Hyman, sales manager, and William Glaubman, general manager.

ACE EXHIBIT "WELL-RECEIVED"

A report has been received from Henry S. Robinson, National Sales Manager of Ace Cabinet Corporation, New Bedford, Massachusetts, that the Ace exhibit in the 30th Annual Ice Convention held recently at the Hotel Fairmont in San Francisco, was "well received" by California ice cream and frozen food companies. Three new models were exhibited, namely, the OGF one-piece Full Vision Display Cabinet; the WOD (Acemobile) Frozen Food Display Cabinet and the SG-20 Sliding Glass Top with Superstructure.

ICE CREAM FIELD, February 1950

KILLS PLANT MAINTENANCE ENEMIES



LIQUID PORCELAIN-LIKE DAMP-TEX

DAMP-TEX SYSTEM OF SET SURFACE PAINTING

Damp-Tex super-enamel can be applied to surfaces despite moisture, heat, fumes and many other extreme conditions. Its water-proof film retards deterioration, increases efficiency, turns depressing, dingy interiors into gleaming porcelain-smooth beauty. Resistant to fungus, 2% caustic solution, steam and lactic acid. One coat covers. Comes in white and colors. Used in over 8,467 plants. Write for our trial offer "M."



Proved Fungus Resistant
by FUNGUS TEST



Proved Lactic Acid
Resistant by ACID TEST

DAMP-TEX FOR WET OR DRY SURFACES

STEELCOTE MFG. CO. • ST. LOUIS, MO.



THE CREAMERY PACKAGE MFG. CO.
National Dist. of Damp-Tex Products to the Dairy Industry
General Office: 1243 W. Washington Blvd., Chicago
ALSO SOLD IN CANADA: CREAMERY PACKAGE MFG. CO.
OF CANADA, LTD., 267 King St. W., Toronto 2, Ontario

HOFFMAN REPRESENTS EUROPEAN BRANDS

T. Noirot & Cie. of Nancy, France; Fico De Pasquale Fu Santi of Messina, Italy; and J. Hinterseber-J. Wurth, Imst. and Fernpass of Vienna, Austria, have appointed William A. Hoffman, Inc., 366 Broadway, New York, N. Y., as their exclusive distributor in the United States for their flavor lines.

The Hoffman organization has Noirot, Pasquale and Hinterseber stock warehoused in this country. . . thereby enabling immediate delivery, if necessary. All merchandise comes packed in original containers.

William A. Hoffman, a Vienna-University graduate, who heads this distributing organization, is well-known both in this country and abroad as an expert in the aromatic and pharmaceutical field with some thirty years of experience representing outstanding European brands throughout the world.

WEBER PAYS BONUSES

Profit-sharing bonuses of approximately \$250,000 to salaried employees for 1949 have been announced by Karl Weber, president of the Weber Showcase and Fixture Company, Los Angeles. Under the Weber Company's bonus policy, approximately forty percent of net earnings for the year has been distributed to employees, one-fourth more than total dividends paid, according to Mr. Weber.

"The balance of the company's net earnings," Mr. Weber explained, "are re-invested in plant, equipment, product research and development, assuring continued improvement in design and efficiency of Weber store equipment and continued growth in sales volume. Our directors sincerely believe that under the American system of free enterprise, both the company and its employees benefit most by a fair and intelligent division of profits to employees and stockholders."

**Keeps Ice Cream Smooth On Melt-Down
Or When Only Soft — Or Stiff —**

BURTONITE FORMULA G-31-E

**An Edible Protein Colloid
STABILIZER and EMULSIFIER**

**It Requires No Special Preparation—Just
Sprinkle Over Mix Before Pasteurizing**

No PH control required . . . No ageing necessary . . . 100% soluble . . . Burtonite G-31-E forms a capsule around the first ice crystal that forms, preventing its further growth . . . Keeps fat, water and milk in perfect suspension . . . Improves texture and body to new standards of creamy smoothness . . . Adds to food value because of its naturally high nutrient . . . Aids digestion by rendering the milk easier to assimilate.

ORDER A TRIAL BARREL NOW

The BURTONITE CO., NUTLEY 10, N. J.



DURING THE week of December 19, the sales representatives of C. Nelson Mfg. Co., St. Louis, met with the executives at the factory to discuss 1950 sales plans, and to see the 1950 ice cream cabinets, merchandisers and other Nelson equipment. Pictured there were (seated left to right): C. W. Nelson, secretary; J. L. Nelson, president and treasurer; A. J. Leiswele, vice-president. Standing (left to right) were sales representatives H. W. Kirk, Chicago and Illinois; E. J. Hughes, Texas and Louisiana; Glenn O'Toole, Western Missouri and Central West States; Seth Butler, Southern states; Elmer Santel, Eastern Missouri, Southern Illinois and Indiana; and Roy Stout, Pennsylvania and Atlantic Coast.

FOOTE & JENKS HOLDS CONFERENCE

On January 3 and 4, the Hotel Hayes and company offices in Jackson, Michigan were the scenes of the 49th Annual Conference of representatives, officials and house-employees of Foote and Jenks, sixty-six-year-old vanilla specialists.

During the two-day session, informal business meetings were held, new products introduced and a successful year reviewed.

Representatives in attendance were O. W. Badger, Syracuse, New York; Clarence E. Davis, Wilmette, Illinois; Keith J. Jones, Montgomery, Alabama; John B. Main, Greensboro, North Carolina; W. S. Maute, Chicago, Illinois; John M. Morse, Indianapolis, Indiana; Sidney Ross, New York City; L. C. Smith, Columbus, Ohio; Parel Strong, Fort Worth, Texas; T. J. Torjusen, West Roxbury, Mass.; Earl Weed and Worth Weed of Jackson, Michigan.

HUSSMANN DISTRIBUTORS GO TO SCHOOL

School bells have been ringing at Hussmann Refrigeration Inc., manufacturers of commercial refrigeration, beckoning their distributors in to St. Louis to attend an Institute of Modern Food Merchandising.



Distributors from all parts of the country attended these meetings during December and January to learn of the best techniques in handling and merchandising all types of perishable foods.

These Hussmann distributors approached each subject from the view-point of a merchant. Their teachers were top notch men in the food processing field.

DECEMBER ICE CREAM PRODUCTION DIPS

Production of ice cream in the United States during December was estimated by the Bureau of Agricultural Economics at 28,910,000 gallons—7 percent less than the December output of 1948 and 1 percent less than the 1943-47 average for the month. Seasonally, ice cream production declined 14 percent, compared with a decrease of 9 percent between November and December a year ago and an average decline of 15 percent between these months in the 5-year period, 1943-47. Average temperatures for December were above normal except in a northwestern strip from northern Minnesota to the Pacific, along the Pacific Coast and an area embracing California, Nevada and parts of Utah and Arizona. The *butterfat* content of ice cream made in December averaged 12.2 percent for the country as a whole, compared with 12.1 percent in November and 12.0 percent in December, 1948.

For the entire year of 1948, ice cream production was estimated at 553,705,000 gallons—3 percent less than the enumerated production of 1948, but 4 percent more than the annual average output in the 5-year period, 1943-47.

Sherbet production in the United States, estimated at 580,000 gallons for December, was 6 percent above the December 1948 output but was 48 percent below the 1943-47 average for the month. The revised estimate for the 12 months of 1949 totaled 14,230,000 gallons—17 percent more than the enumerated total of 12,211,000 gallons for 1948, but 61 percent less than the 1943-47 annual average.

ALPHA AROMATICS HOLDS SALES MEETING

Alpha Aromatics, Inc., of Brooklyn, N. Y., processors of fruits and flavors, held its annual sales meeting from December 19 to 21.

The major items in Alpha's extensive line were thoroughly discussed: sources of raw materials, quality & samples of same, method of manufacture, directions for use in ice cream, and prices.

These meetings were followed by a visit to the plant where Alpha's products are manufactured. There each man had an opportunity to see the production and control facilities and to taste ice cream made in the plant itself in which representative merchandise was used.

It was unanimously decided to continue to try to give better service, better merchandise and to be an asset to the ice cream industry.



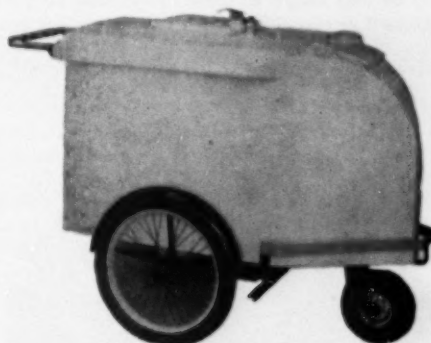
ALPHA AROMATICS, Inc., of Brooklyn, New York, held its annual sales meeting in December. Present were (Seated, left to right): Matt J. Murdock, Ted Searing, Milton Almbinder, E. L. Ernest, and Fred L. Callans. Standing (left to right) are: Joseph Azavedo, Joseph Surry, Jim McGrath, Harry B. Harris, Elmer Yost, and Jack R. Hauser.

Solved

HOW TO MAINTAIN CONSTANT VOLUME IN ICE CREAM SALES



Write for folder on 7 New Models



IMPROVED STREAMLINE PUSHCYCLE

*New Improved Insulation
Lighter—Easier To Operate
More Models*

WORKSMAN CYCLE

WORKSMAN TRADING CORP.

446-456 ADELPHI ST. BROOKLYN 17, N. Y.

JOE LOWE SPONSORS SERIES

"Popsicle Parade of Stars," a series of ten 15-minute programs, each starring a top headliner in the entertainment world, will be presented weekly over the CBS Television Network starting in mid-May under the sponsorship of the Joe Lowe Corporation, New York.

The ten luminaries, each of whom will be the star of a single broadcast in the special series, are Arthur Godfrey, Groucho Marx, Dick Haymes, Margaret Whiting, all CBS stars; Milton Berle, Tony Martin, Fanny Brice, Martha Raye, Paul Winchell and his dummy Jerry Mahoney, and Borrah Minevitch's Harmonica Rascals.

"Popsicle Parade of Stars" is specifically designed to entertain both kids and adults. The products to be advertised by the Joe Lowe Corp. will be "Popsicle," "Creamsicle," "Fudgsicle," and Ice Cream on-a-stick.

All available facilities of the CBS-TV network have been purchased by the sponsor for the programs. Broadcast day and time and order of appearance of the stars are to be announced shortly.

"Popsicle Parade of Stars" will be produced by Marlo Lewin, producer of CBS-TV's "Ed Sullivan's Toast of the Town." Blaine-Thompson Co. Inc. is the agency for the Joe Lowe Corporation.

ARTISTS RECEIVE EMILY LOWE AWARD

Sixty young artists won the distinction of a New York City show in the First Annual Exhibition of the Emily Lowe Award which opened January 9 with the presentation of prizes and a reception for the winners. The show lasted until January 21. In addition to the prize money and exhibition opportunity, the



BORDEN Specifications:



1050 Gallon Capacity
Self-contained Freon 12

Bodies by *Amerio*

Style Economy
Durability Performance

Self-Contained — Dry Ice — Ammonia



REFRIGERATING EQUIPMENT CO., INC.
129-26 Forty-Fourth St. Union City, New Jersey

"Serving The Better Buyers"

REFRIGERATED TRUCK BODIES

DRY ICE EQUIPMENT

AMMONIAC REFRIGERATION EQUIPMENT

MIRRO-CHROME ELECTRIC SIGN



Dominate Your Marketing Area With This Big Low Cost Electric Sign. (20" x 10")



**Your Copy in Beautiful Color
Sells — Day and Night**

Don't miss on this—write for complete details today

MIRRO-PRODUCTS CO.
High Point 2, N.C.

four top winners earned the right to a group show at the Ward Eggleston Galleries, 161 West 57th Street, New York City, in March.

The Emily Lowe Award is a project of the Joe and Emily Lowe Foundation which was chartered three months ago to promote the arts, medicine and work in the field of general education by means of scholarships for study and travel. Mr. Lowe is President of the Joe Lowe Corporation.

NASH-KELVINATOR ISSUES ANNUAL REPORT

Nash-Kelvinator Corporation, in its Annual Report just published, announces that the fiscal year which ended September 30, 1949, was the best the firm has experienced since consolidation of Nash Motors Company and Kelvinator Corporation in 1937. Net sales in fiscal 1949 amounted to \$364,193,360, an increase of twenty per cent over 1948, and nearly three times greater than 1941.

LOTHAIR S. KOHNSTAMM DIES

Lothair S. Kohnstamm, President of H. Kohnstamm and Company, Inc., died January 29 at his home in New York City. His age was 69.

A native of New York City, Mr. Kohnstamm attended City College and Columbia University. He was a Captain in the Chemical Warfare Service in World War I. Mr. Kohnstamm joined the chemical company forty-eight years ago, and in 1932 became president.

He is survived by two sons, Paul and Richard, and a daughter, Mrs. Leslie Ogden.

EX-CELL-O CELEBRATES 30TH YEAR

A booklet which portrays the growth of the Ex-Cell-O Corporation from 2,375 square feet on the second floor of a small two-story factory in 1919 to its present 829,157 square feet of floor area in four large modern buildings has been issued by the Detroit, Michigan firm.

According to Phil Huber, President and General Manager of Ex-Cell-O, the purpose of the booklet is "to recognize the system of free enterprise under which Ex-Cell-O was conceived and grew, and, with equal sincerity, to acknowledge the teamwork loyalty over the years of all those who make up the Ex-Cell-O family: our stockholders, our customers, our employees."

"It is the hope that this booklet will be regarded," said Mr. Huber, "as a token of good will from Ex-Cell-O."

VAN LEER PURCHASES IDIS CHOCOLATE

Van Leer Chocolate Corporation of Jersey City, New Jersey, has purchased the Idis Chocolate Corporation of the same city, it was announced recently by L. K. Van Leer, President of Van Leer. Van Leer Chocolate has replaced the name of Idis, which had been sold by Jack Landau, its former owner.

Mr. Van Leer stated that his company's line of chocolate and cocoa will be made available to the ice cream, fountain, confectionery, and baking trades.

The company plans to install its own laboratory in its modern one-story building, and will conduct research projects there.

SWIFT BUYS CLOVER GREEN DAIRIES

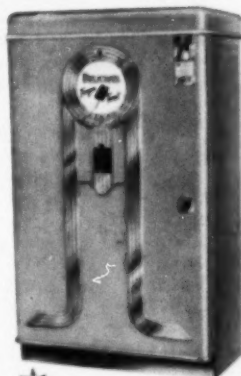
Swift & Company, with main offices in Chicago, has purchased the business and plant of Clover Green Dairies, Inc., of Woodbridge, New Jersey. This was announced by Joseph Leipziger, former Vice President and General Manager of Clover Green,

ATLAS "Col Snac" ICE CREAM BAR-ON-A-STICK VENDOR

The ONLY Merchandiser With ALL The Practical Features That Mean Maximum Sales With Minimum Investment!

- No additional Packaging!
- Completely Automatic!
- Extra Big Capacity!
- Slug Rejector Is Standard!
- Quick Loading!
- Right Temperature Always!
- Light Where It's Needed!

- **PLUS**— big compressor equipped with service valves for on-the-spot service—easily accessible mechanism—stainless steel contamination proof liners and working parts—many other exclusive features.



Write Today!

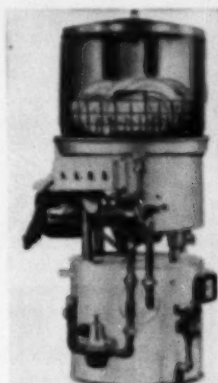
Purchasers of 10 or more ColSnac Vendors will get help from Atlas Field Representatives without charge in securing profitable locations.

ATLAS TOOL & MFG. CO. 5147 Natural Bridge Blvd., St. Louis 15, Missouri

LET JACKSON SOLVE YOUR DISHWASHING SANITATION

PROBLEM!

NEW COMBINATION
DISHWASHER - BOILER
HEATS OWN 180° HOT
WATER



Jackson-Dishwasher-Boiler

Takes little space — easily installed. Exclusive revolving hood permits either straight-through or corner operation. Automatic Timer is optional equipment. Dish tables furnished to specification.

Exclusive new 2-in-1 unit combines Boiler with Jackson Dishwasher — YET TAKES NO EXTRA SPACE. This sensational Jackson "Best" assures you of necessary 180° rise water for PROPER SANITATION. Gas-fired Boiler economically heats water as needed—Dishwasher is famous Jackson 1-A model—choice of ice cream stores, fountains, restaurants from coast to coast. Here's better, faster dishwashing with assured SANITATION — at a SAVING to YOU!

Write Today

For literature and prices. (Note: If present hot water supply is adequate, ask for literature on Jackson Models 1-A and AC-50.)

THE JACKSON DISHWASHER COMPANY

3703 EAST 93rd STREET

CLEVELAND 3, OHIO

DISHWASHING SPECIALISTS SINCE 1925

who said that the agreement went into effect on January 16.

Swift will continue manufacturing ice cream at the New Jersey plant. All Clover Green personnel has been retained, with the exception of Mr. Leipziger, whose plans for the future are indefinite, and Isaac Alpen, former President of Clover Green, who has retired from business.

FOOTE & JENKS GETS 3RD AD AWARD

Foote & Jenks, 66-year-old Vanilla firm, located in Jackson Michigan had been presented its third consecutive award for excellence in the field of direct mail advertising. The award was made by Direct Mail Advertising Association "Best of Industry" Contest Committee Chairman, Herb Buhrow, Manager, Mail Sales Department, McGraw-Hill Book Company, New York City, to L. Z. Mathany, Ad Manager, at the Direct Mail Advertising Association convention held recently at the Hotel Congress in Chicago.

FORM BROKERAGE PARTNERSHIP

Effective January 15, Fred Baehr and Frank Wolf have been operating a brokerage business, representing several manufacturers of the raw materials used by the confectionery, bakery and ice cream trade.

Trading as the Baehr-Wolf Company, the partnership has offices in the Philadelphia area and covers Pennsylvania, Baltimore and Washington.

Mr. Baehr was associated with the Wilbur-Suchard Chocolate Company, Inc., of Lititz, for thirteen years, in both production and sales. At the time of his resignation, January 1, 1950, he was Confectionery Sales Manager. Mr. Wolf was formerly in the Sales Department of the same company, having resigned in 1946 to enter the brokerage business.

ICE CREAM INGENUITY

John Mills, an ex-GI of Austin, Minnesota, is currently reaping profits galore as a result of his own ingenuity with ice cream. Cognizant of the profit potential ice cream offers, Mr. Mills recently outfitted a standard motor scooter with a Schaefer ice cream cabinet, decorated the vehicle with a brilliant canopy, lights, and a jangling brass bell, and began an ice cream-selling tour of the streets of Austin. Sales of Marigold Dairies packaged ice cream and novelties were soon large enough to warrant the substitution of a six-hole Schaefer cabinet for the four-hole unit that he started with. Another man with an idea is "going to town!"

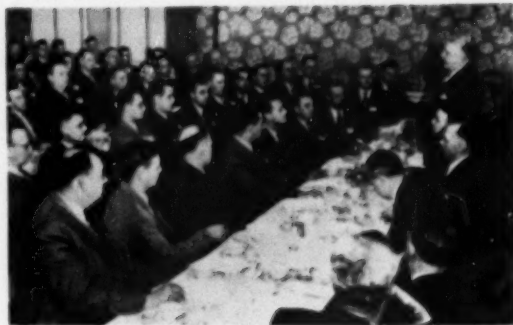
SCHEDULE SECOND GUNDLACH SCHOOL

A second session of the Gundlach Ice Cream Sales and Merchandising School will be held March 7 to 9 at the Cincinnati Club, Cincinnati, Ohio. This is a result of the enthusiastic response and demand following the session which closed January 12, according to G. P. Gundlach, President.

Seventy three ice cream concerns from all parts of the United States and Canada were represented at the three day session.

Mr. Gundlach sounded the key note of the meeting with a report on the state of the industry during which he outlined the goal of the sales and merchandising school and the objective of the industry during 1950.

Outstanding speakers during the school were J. A. Jefford, Manager of the Central Region of Liquid Carbonic Co. His topic was "Can You Fair Trade Merchandising?" B. L. Schapker, national market research consultant, presented a report on "Food Store Merchandising." Professors Russell Chrysler, Heiskell B.



G. P. GUNDLACH addressing a portion of noon-day luncheon session during the recent merchandising school course. Prof. Russell Chrysler, University of Cincinnati, and C. W. Esmond, Vice President, G. P. Gundlach and Company, are to his immediate left.

Whaling and Robert Delcamp of the University of Cincinnati led various discussions.

In addition to G. P. Gundlach and C. W. Esmond, Vice President, other Gundlach Co. staff members participating in the school were George B. Gundlach, Jr., Harold F. Pierce, L. B. Lampe, R. C. Ruhl, E. J. Barnhart, and Ralph Grimm.

A special fountain dispensing session was held in the afternoon and evening of each of the three days under the direction of Frank Ferguson, veteran of many Gundlach Sales Schools.

The number of individuals in attendance set an all time record for Gundlach Sales Schools indicating a definite desire on the part of wide awake industry members to do something about falling off of sales and profits, according to Mr. Gundlach.

Advance registrations for the second Gundlach Ice Cream Sales School may be made by writing G. P. Gundlach and Co., 1201-07 West Eighth Street, Cincinnati 3, Ohio.

NEW ORDINANCE FOR HOUSTON

A new ice cream ordinance, endorsed for the most part by ice cream manufacturers and retailers of the city, has been adopted by the City Council of Houston, Texas.

This is Houston's first ordinance that regulates the weight of ice cream. It sets the weight at at least four and a half pounds a gallon.

The regulation also covers the manufacture and sale of frozen desserts. In addition, the ordinance sets up stipulations on bacteria count, and specifies that the ice cream must be made with milk if it is to be sold as such. It requires that manufacturers have permits, which cost \$25 a year. Violation of the ordinance will result in the voidance of a permit and subject violators to fines ranging from \$25 to \$200.

Heretofore in Houston the only control the city had over ice cream manufacturing was in regard to a minimum requirement as to butter fat (8 per cent for vanilla and chocolate and 6 per cent for nut). The new regulation keeps the same minimums.

TYPGRAPHICAL ERROR SPOTTED

A typographical error in the January issue of this magazine in an article pertaining to the election of officers for the Chicago Dairy Technology Society has been spotted. The item should have read that Adolph E. Brunner, George F. Schwartz Ice Cream Manufacturing Supplies, Chicago, was named Vice President of the Society at the group's December elections. Roy Robichaux, Western United Dairy Company, is the new President.

Frigid-Freeze

ICE CREAM CABINETS

New

1950 MODEL

8 HOLE DOUBLE ROW

Refrigerated dividers
Durable moulded rubber lids

REFRIGERATION CORPORATION of AMERICA

DIVISION OF Lonerger Mfg. Co.
ALBION • MICHIGAN

A DITTY YOU SHOULD READ

I've followed the hearse of all my hopes,
And I've buried them, one by one,
Gaze upon me, and you will see,
What the curse of drink has done.

I, too, had a wife and a child and a home,
But now I am all alone,
Oh, Gosh, if I never had taken that first
Insidious Ice Cream Cone.

But I was so young, and my friends they were false,
One will not hurt you they said,
So I started that night and look at me now,
My Gosh, what a life I've led.

Ma says, "Willie, lay off that Vanilly,
Them phosphates will lead you astray,
Why the Devil himself is in Sasparilly,
And his den in them fountains so gay."

But fool that I was, I laughed at her scorn,
I could take it or leave it alone,
But I drank that same day, a Chocolate Frappe,
My Gosh, had I only known.

So that was the start of my downfall, friends,
From there 'twas easy to flit,
Down the pathways of vice, to the Pineapple Ice,
And the hellish Banana Split.

Then a baby came, as babies will,
And grew to a babbling child,
But I yearned all that time for the juice of a lime,
And the thought of it drove me wild.

So one night, into an ice cream den I slinked,
With a veritable sinful slink,
And that same night I staggered home,
A victim again of drink!

Oh, the thought of that night will drive me wild,
It will haunt 'til the day of my death,
For when she kissed me, my child cried as if wild,
"Daddy, you have Raspberry Crush on your breath!"

So, what's to become of this broken wreck,
This quivering human reed?
"Waiter," I say, "Another Parfait"
My Gosh, what a life I lead.

—Author Unknown.

NATIONAL DAIRY WINS AWARD

In the final rating of an independent board of judges for the Financial World Annual Report Survey, National Dairy Products Corporation was judged as having the best 1948 annual report in the dairy products industry. The bronze "Oscar of Industry" trophy was presented to L. A. Van Bomel, president, at the Annual Awards Banquet in the Grand Ballroom of the Hotel Statler in New York on October 31.

More than 4,300 corporation annual reports were submitted in this national survey, the ninth in the series, and these were judged in one hundred industrial classifications for "Best of Industry" awards. In the "dairy products industry" category, The Borden Company was runner-up for top honors, while Beatrice Foods Co. took third place.

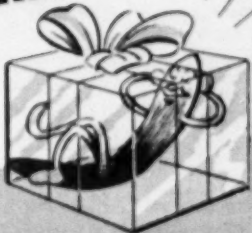
The jury who made the final selections was under the chairmanship of Dr. Lewis Haney, professor of economics at New York University. He was assisted by Dr. Glenn Griswold, publisher of *Public Relations News*; Sylvia F. Porter, financial editor of the *New York Post*; Elmer Walzer, United Press financial editor; Dr. B. Bernard Greidinger, C.P.A.; Paul Carlyle, typographer and Peter Helck, artist.

ICE CREAM FIELD, February 1950

P & S

GIFT WRAPS


Vanilla FLAVOR



Meet Mr. Van, the vanilla man. P & S handles him carefully, because he's the fellow who tenderly tickles your taste buds and makes you say . . . "Ah!"

He's the gent who picks up your sales and prods your profits . . . because he watches P & S pick the choicest beans at the peak of perfection . . . and he supervises as P & S makes a vanilla flavor, so mellow, that each ounce deserves gift-wrapping.

Yes, Mr. Van, the vanilla man, knows superiority when he sees it . . . and he sees it at P & S.



DON'T GUESS
USE . . . **P & S**

POLAK & SCHWARZ, INC.

667 Washington St., New York 14, N. Y.

Midwestern Office: 173 W. Madison Street, Chicago 2, I.

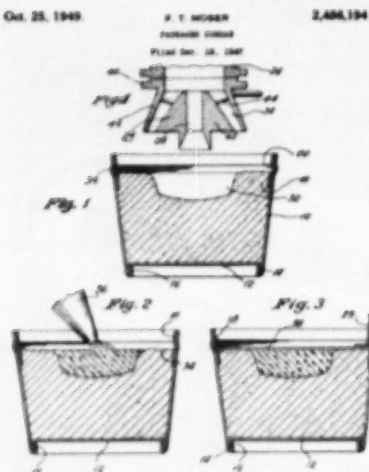
Representatives: - Milwaukee - Los Angeles - San Francisco

Polak & Schwarz (Canada), Ltd.

1617 Dundas Street, W., Toronto, Ontario, Canada

LIMPERT BROS. DESCRIBES PATENT

Oct. 25, 1949



to ice cream sundaes and particularly to an improved sundae that may be stored indefinitely at low temperatures, being made by adding a syrup or other topping to partially congealed ice cream mix, the ice cream and topping being poured successively into a suitable paper cup or other container at proper temperatures and covered by a sealing cover.

An object of primary importance is that a special improved

Four separate and distinct claims covering the idea of a completely new type of packaged sundae and methods of producing this item are protected by U. S. Patent No. 2,486,194 granted on October 25, 1949 to Frank T. Moser, Easton, Pa. and assigned to Limpert Brothers, Inc., Vineland, N. J.

This invention is related

and novel form of nozzle is employed to pour the ice cream into the cup so that the mix will fill the cup to its filling line with the exception of a central well or depression into which the topping may be added by pouring or other method.

Another object of the invention is to so pour the semi-frozen ice cream into the cup in a manner to provide a wide fully filled ring of ice cream about the periphery of the well or depression and laying closely against the circular wall of the cup so that when the topping is added and the cover pressed into its place the topping will be prevented from spreading to the side wall and thus be liable to seep from the cup at the joint between the cup and cover. Another object of the invention is to provide a packaged ice cream sundae in which the syrup or topping is effectively sealed in a central well in the ice cream mix by the paper cover pressed against the annular upper surface of the mix, the contact of the cover when pressed against the surface of the mix and the mix solidified completely sealing the syrup and preventing the syrup from reaching and seeping past the edge of the paper cover.

MARATHON ADVERTISES

Marathon Corporation, Menasha, Wisconsin, manufacturer of

protective food packaging materials, has joined forces with the International Association of Ice Cream Manufacturers, the Ice Cream Merchandising Institute and the American Dairy Association for their February nationwide ice cream sales promotion.

In full color, a full page advertisement featuring



ing ice cream with cherries will be placed by Marathon in the February 18 *Saturday Evening Post*. It's one advertisement of Marathon's continued advertising for the ice cream industry, and it was scheduled for February publication at the request of the trade groups who asked Marathon's cooperation in their special promotion.

The copy is light and buoyant, tying in with the Washington's birthday theme. From the sprightly headline, "Ice Cream, by George!," through the persuasive copy, ice cream is hailed as "democracy's dish, a low-cost delicacy in every food store."

The ice cream in the illustration has a golden, creamy tint. This richer color in contrast with the cherry red makes a more attractive picture and heightens the appetite appeal of the ad to the consumer.

So that the ice cream trade may take maximum advantage of the advertisement, Marathon is offering full reprints of the ad as well as partial reprints in streamer form on which manufacturers and dealers may imprint their own names.

YOUR "KNOW-HOW"
HELPS YOU MAKE THE
BEST ICE CREAM

OUR "KNOW-HOW"
HELPS US MAKE THE BEST

JOHNSON'S
PURE VANILLA

Manufacturers
of Quality
Vanillas

Since
1877

PUT THEM TOGETHER
AND YOU HAVE A
WINNING TEAM!

H. A. JOHNSON CO.

221 State St.
Boston 9, Mass.

125 MacQuesten Pkwy., S.
Mount Vernon, N. Y.



TO HELP provide additional camping facilities for the Boy Scouts of Greater New York, A. Cardani, Inc., has donated funds for construction of a lean-to at the Alpine Scout Camp, Alpine, N. J. Shown next to the completed structure just after the plaque was affixed are (l to r) Dr. Charles H. Vosburgh, President of Queens Council Boy Scouts of America, and Anthony Menafra, President of A. Cardani, Inc.

ELSIE IS A COMIC

Elsie the Cow, famous Borden Company bovine, is the central character in a new comic book series known as "Elsie the Cow Comics" to be published bi-monthly by the D-S Publishing Company, New York City. The publishing firm is paying royalties to Borden's for this use of Elsie and her family, just as do licensees for several dozen Elsie novelties. Elsie's entrance into comic books was attributed to her nationwide fame. In recent recognition surveys, Elsie beat Jane Russell by three percentage points, Eric Johnson, czar of the movie industry, by fifty points, and Senator Robert Taft by four points. It is estimated that she has been seen in person by one out of every six persons in the United States.

CONTAINER FIRM ANNOUNCES LEASE

Container Corporation of America has announced that its wholly owned subsidiary, California Container Corporation, has leased the folding carton machinery and equipment of the Bemis-Jason Company, San Francisco. Bemis-Jason will continue to manufacture its line of corrugated specialties at its present location.

DIXIE MAID Ice Cream Company of DeRidder, Louisiana, sponsored a Christmas Party for its employees last December 23. Pictured during the festivities were (left to right): Mrs. and Mr. Leocadie Kern, owners of the company; J. A. Roeting; Mrs. Lois Janova Deans; Edward Pate; and Estval Johnson.



ICE CREAM FIELD, February 1950

"...and the Villain Still Pursued Her!"



Like the bad man in the old-fashioned melodrama who is ever on the trail of the sweet heroine "Purity", — oxidation is always with us.

Oxidation is a menace to the purity, flavor and freshness of your ice cream.

You can foil this villain with *Avenex, the well-known food antioxidant that protects fresh flavor.

Let Avenex help you bring a happy ending to your oxidation problems . . . for better ice cream . . . for more sales.

All this at no extra cost!

CALL YOUR LOCAL OFFICE OF

The Quaker Oats Company

OR WRITE TO AVENEX CORPORATION

250 West 57th St., New York 19

Originators of Commercial Food Antioxidants

AVENEX

THE PURE FOOD STABILIZER AND ANTIOXIDANT

WHITSIT GETS KELVINATOR POST

Appointment of Lawrence C. Whitsit as quality engineer of the Kelvinator Division has been announced by R. A. DeVileg, vice-president in charge of manufacturing.

Mr. Whitsit will coordinate the product quality activities of the manufacturing, engineering and service departments of the division. He will supervise this work at Kelvinator plants in Detroit and Grand Rapids, where the company builds electric refrigerators, ranges, home freezers, ice cream cabinets, beverage coolers and other appliances.

Mr. Whitsit, who has been assistant chief inspector, joined Kelvinator's inspection staff at Detroit 16 years ago. For four years during the war he was chief inspector for the company's propeller division at Lansing, at that time the largest operation of its type in the world. He was graduated from the University of Michigan in 1933 with an M.S. in Engineering.

MRS. LOWE PAINTING HONORED

Mrs. Joe Lowe, whose husband is president of the Joe Lowe Corporation, has received unusual recognition by international art circles for one of her outstanding paintings.

The jury of Salon d'Autonne, Paris, France, selected her canvas, entitled "Easter Lilies," for display at the famous exhibition held in October at the Museum of Modern Art in Paris. The acceptance by the jury of one of her paintings is ranked as a high attainment, for only the most noted artists in France are invited to submit their best works to this exhibition.

Last summer Mrs. Lowe gave a successful one-woman art show in Paris, which drew acclaim from critics and art connoisseurs.

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SYRUP AND SUGAR
FOR FLAVORING
 Write for further particulars from the
 World's Largest Producers of
 Pure Maple Products
CARY MAPLE SUGAR CO., INC.
 ST. JOHNSBURY, VERMONT

HOOTON

**CHOCOLATE
 FLAVORCOAT..**

*for better Ice Cream Bars
 and Novelties*

HOOTON CHOCOLATE CO.
 NEWARK 7, NEW JERSEY

LIMPERT BROS. HOLDS 1950 CONFERENCE

To mark the launching of the firm's 1950 sales campaign, Limpert Bros., manufacturers of fruits and flavors and the Sun-D-Cup packaged sundae, held its annual sales convention recently at the company's Vineland, New Jersey, offices.

Gregory Limpert, Vice President of the firm, opened the meeting with a few remarks about the nature of today's market. It was emphasized that consumers are now "careful" buyers, and the importance of quality products was noted. "Limpert Bros.



has always had eminent quality as its hallmark," he told the conclave, "and we will maintain or better that position in the future."

Several of the field representatives of the firm reported on their experiences with leading ice cream manufacturers. They seconded the theory that top-quality merchandise was the key to continued prosperity in 1950.

A discussion of how Limpert Bros. representatives could improve their services to customers concluded the meeting. Special attention was devoted to the Sun-D-Cup and to the firm's Servwell

Set fountainette, and how these units could pave the way for greater profits for ice cream manufacturers in the current year.

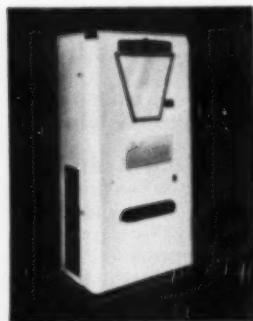
Among those present and photographed at the Limpert Bros. meeting were (left to right in the picture on this page): P. Delles, John Karrell, Robert Limpert (Field Sales Manager), Gregory Limpert (Vice President, snapped while demonstrating an important point), George Francis, Sid Thomas (Assistant Sales Manager), Jack Sowel, George Zantos, Howard Strayer, and Robert Moser.

"CREAM O'GOLD" HAS DEBUT

Golden State Company, Ltd., has announced the introduction to the California public of "the finest catering type ice cream on the market today." Pint-packaged in a maroon and gold-foil carton that also marks a packaging innovation, Golden State's new Cream O' Gold deluxe ice cream is also available in bulk.

Cream O'Gold is a high butterfat ice cream with a very low overrun. Made only from finest ingredients, the new ice cream is now available in vanilla, chocolate, strawberry and special flavors. The product quality specifications issued to Golden State's ice cream manufacturing plants states that the optimum amounts of candy, fruit and nuts must be used in the special flavors so that the customer will realize that nothing has been spared to make this product the finest ice cream they can buy.

The gold-foil Cream O' Gold carton suggested by C. E. "Tony" Hale, Golden State's director of sales promotion and advertising, and developed after more than a year's research by Marathon Corporation, has, in the company's and consumer's opinions, a distinctiveness and quality that matches the ice cream. Special inks, sprayed with elect-rified particles of starch, were developed to make this package possible.



tru ly
 def: to be relied upon; certain

The Craig Ice Cream Vending Machine for chocolate covered bars can be relied upon... IT WORKS... TRULY!

INQUIRE TODAY!

**CRAIG
 VENDING MACHINE CO.**

116 Belleville Ave., New Bedford, Mass.
 Phone: New Bedford 5-7877

From the raw bean to the finished extract every ounce of Beck Vanilla is carefully checked to insure purity and quality.



Write us and get acquainted with Beck's good Vanillas.

Classified Advertising

FOR SALE

FOR SALE: Bobtail soda fountains 5' and 6' complete with pumps and jars, brand new in crates, \$395.00, f.o.b. New York. Interstate Appliance Co., Inc. 600 Broadway, New York 12, N. Y.

FOR SALE: Sweden Ice Cream Freezers, complete with condensing units, 4-20 quart capacity, brand new in crates. Very low prices. Interstate Appliance Co., Inc. 600 Broadway, New York 12, N. Y.

FOR SALE: Mechanical Cow units, consisting of homogenizer, cooler, 6 quart Taylor Freezer Ice Cream Head, unit. This unit will make milk, cream or ice cream mix. Formerly sold for \$1,750.00, now only \$1,075.00. Brand new, crated, f.o.b. New York. Interstate Appliance Co., Inc. 600 Broadway, New York 12, N. Y.

FOR SALE: Completely automatic ice cream novelty table, 22 ft. x 2½ ft. equipped with conveyors, motor and wire belts; made of stainless steel throughout. Table can handle 650 dozen novelties per hour. Sure-fire method for increasing production with minimum amount of labor; only two years old; cost \$6,500.00. Will sacrifice. Metropolitan Ice Cream Co., 2702 Park Avenue, St. Louis, Mo.

FOR SALE: 100-used 3-oz. ice cream bar molds with Stick Holders, also 100 twin Sucker Stickholders. All in good condition. Box 290, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

FOR SALE: 60 to 150 gal. Continuous Freezer; 40 to 100 qt. Direct Expansion Batch Freezer; Model D3 Bagby Filler, three flavor; 100 to 500 gal. Pasteurizers with stainless steel linings; Four Jensen stainless steel Cabinet Coolers, each containing 8 wings 56 tubes high; Mojonier stainless steel Cabinet Cooler with 6 wings 72 tubes; 10' Creamery Package Direct Expansion Cooler Section 14-2" stainless steel tubes; Cherry-Burrell Junior and Senior Cabinet Coolers with tinned copper tubes; 200 to 1000 gal. Homogenizers or Viscolizers; 1000 gal. Cherry-Burrell Horizontal Coil Vats with stainless steel linings and tinned copper coils; 3' to 6' stainless steel also copper Vacuum Pans. Write or wire your requirements. Lester Kehoe Machinery Corp., 1 East 42nd St., New York 17, N. Y. Telephone: MUrray Hill 2-4616.

FOR SALE: Vending Boxes—Unlimited quantity, New (18x10x16) \$7.75 each. New England Vending Equipment Co., Webster, Massachusetts.

FOR SALE: 1—2½ gallons Mills Ice Cream Freezer with 60 gallons, Automatic hardening and dispensing cabinet, 15 gallons storage for mix, freezer head automatic for frosted malt or custard, \$600.00 F.O.B., Austin, Minnesota. Klage's Ice Cream Store, Austin, Minnesota.

FOR SALE: Used equipment: Bagby D-3 Power Filler, \$750.00; single Stick Holders, \$10.00 each; Anderson Model 108 Brick Cutter with 3 pans, \$150.00; Bagby Cottage Cheese and Sour Cream Filler, \$260.00; Mojonier-Dawson Automatic Ice Cream Bar & Sucker Machine, \$800.00. All in A-1 condition. Paper-Pak, Inc., 509 Ellicott Street, Buffalo 3, New York.

FOR SALE: 24 mold Vaden brine tank complete with automatic ammonia temperature control. Excellent condition. Replacing with larger tank. 4—½" Minneapolis Honeywell ammonia thermostatic expansion valves. Excellent condition. \$12.50 each. Asselin Creamery Co., Norway, Michigan.

FOR SALE: Deep South—Vicksburg, Mississippi—Modern brick building, on the Main Street, front fully equipped for retail business, rear partially equipped for ice cream manufacturing. Volume last year \$78,000.00. If interested write to W. D. Seale, Box 552, Jackson, Mississippi, for detailed information.

FOR SALE: Two used 1,000 lbs. per hour iron Fireman stokers complete—suitable for boilers from 100 to 200 horsepower. Apply the Dairy and Poultry Pool, Saskatoon, Saskatchewan.

FOR SALE: 1940 1½ ton Dodge 1500 gallon walk-in transport; 1937 Brockway, 700 gallon with five plates, four doors, 1½ horsepower compressor; 1936 1½ ton Ford ten wheeler with 1200 gallon transport body; 1936 3½ ton Brockway 1500 gallon transport; Parts for approximately 20 vending tricycles. All above equipment in good condition. Will sell very reasonable. Details and price sent on request. Colonial Ice Cream Co., 112 Middletown Avenue, New Haven, Connecticut.

FOR SALE: Ice Cream mfg. retail store, with beaut. fountain next door, which can be subleased profitably. Est. 3 years, good lease. Excellent year round trade and weather. Corner location, bus transfer point, busy shopping center. Business can be increased substantially. Rare and sound opportunity. Selling at cost of investment, plus inventory. All cash desired, will assist new owner. King Kold Ice Cream Bowl, 901 Clement St., San Francisco 18, Calif.

FOR SALE: Complete ice cream vending organization. Perfectly suited for small ice cream manufacturer consisting of: Fully insulated Dodge panel truck with built-in new ½ h.p. compressor for A.C. outlets, 2 Dole heavy-duty Kold Hold plates, 400 dob. capacity, 2 new bike type vending carts, 4 pusher-type carts, several 2 wheel carts; Dry ice chest for 400 lbs., plus miscellaneous equipment. Locally established. Will sell with registered trade name. Will sacrifice for immediate sale \$2350. Should pay for itself in one year. For further information write: Red Rider Enterprises, P. O. Box 195, Michigan City, Ind.

Rates

RATES: machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge \$1.00.

REPLIES to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 18, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser where initials or a number is given as the address.

HELP WANTED

HELP WANTED: Nationally advertised concern desires man to sell their processed fruits and extracts to the ice cream industry. Drawing account. Several choice territories open. Box No. 151, ICE CREAM FIELD, 19 W. 44th St., N. Y. C.

HELP WANTED: Working Foreman medium size Ice Cream Plant in Middle West. Experience with Novelties, continuous freezer and other modern equipment. Good wages and prospects. Write Box No. 279, ICE CREAM FIELD, 19 W. 44th Street, N. Y. C.

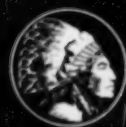
HELP WANTED: Engineer Experienced in operation and maintenance all types of dairy equipment, with ability to design and modify machinery. Permanent position in a development laboratory. Write Box No. 278, ICE CREAM FIELD, 19 W. 44th St., N. Y. C.

SALESMAN WANTED: Calling on ice cream manufacturers for a nationally known manufacturer of vanilla products. Prefer man with some knowledge of ice cream mixes. Excellent opportunity. State territory covered—and all pertinent information. Our sales force know of this ad. Box 291, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.

POSITIONS WANTED

POSITION WANTED: Working plant supervisor in charge of production or laboratory with a well established ice cream firm. College graduate. Five years' experience in market milk and ice cream. Age 26 and single. Good references. Prefer New York City but will accept out of state opportunities. Box 298, ICE CREAM FIELD, 19 W. 44th St., New York 18, N. Y.

POSITION WANTED: As assistant superintendent in milk or ice cream plant. B. S. degree from Penn State College in Dairy Manufacturing. Over two years' practical experience in plants handling fluid milk, cheese and ice cream. At present in charge of dairy laboratory. Prefer to locate near Philadelphia, Pa., but will consider offers from anywhere. Box 292, ICE CREAM FIELD, 19 W. 44th St., N. Y. 18, N. Y.



again in '50
the SWING is to **SAVAGE**
ICE CREAM
CABINETS

To see
why,
turn to
PAGE 3

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EASIER LOADING FASTER SERVICE

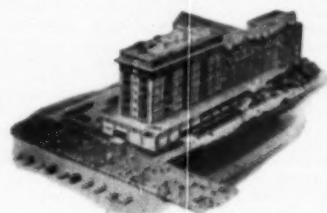
This Barry & Baily ALL-ALUMINUM refrigerated truck body is built on outriggers to bring the loading platform and doors close to the pavement for fast and easy loading and unloading.

Also featured in this 1200 gallon capacity body is an ALL-ALUMINUM tank in addition to its All-Aluminum Construction throughout. Service your stops with Barry & Baily light-weight bodies and reduce your handling costs.

DETAILS FURNISHED UPON REQUEST

BARRY & BAILY CO.

2421 NO. 27 ST., PHILADELPHIA, PA.



HOTEL STRAND

ATLANTIC CITY'S
HOTEL of DISTINCTION

Devoted to the wishes of a discriminating clientele and catering to their every want and embracing all the advantages of a delightful boardwalk hotel.

Spacious Colorful Lounges — Sun Tan Decks atop — Open and Inclosed Solaria—Salt Water Baths in rooms—Garage on premises. Courteous atmosphere throughout.

Invitation to Delegates
When Attending your Convention

VISIT THE
FAMOUS FIESTA LOUNGE
FOOD for EPICURES

OPEN ALL YEAR

Under Ownership Management
EXCLUSIVE PENNSYLVANIA AVE. AND BOARDWALK

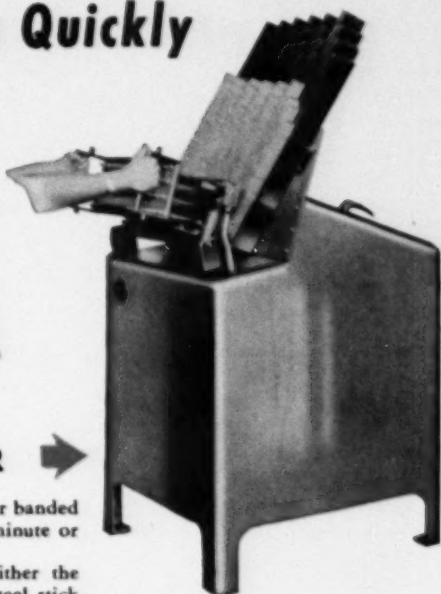
PACKAGING MACHINES

That Pay for Themselves Quickly

Saving \$20 Per Day

"We have just completed the manufacture of Popsicles for this season. It is gratifying to be able to report to you and, at the same time, give you our unqualified indorsement of your Model No. 171 stick machine. We were able to save 2 1/2 people per day through the use of your machine. This savings of approximately \$20.00 per day throughout the summer more than paid for the machine in one short season. Not only did it result in a man-hour saving, but it speeded our operation and made generally for a more efficient production set up."

Eagle Dairy & Ice Cream Co.
Cleveland, Ohio

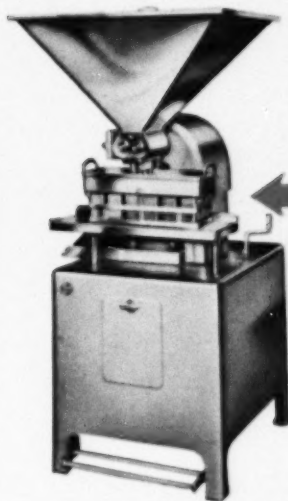


VERTICAL STICK DISPENSER

Loads all types of stick holders (single or twins) with bulk or banded sticks at the rate of 12 or 14 complete stick holders per minute or 3360 dozen sticks per hour.

Loading is done from either the front or side. Stainless steel stick chutes are on an angle so that the sticks feed down to the inserter bar without need for mechanical pushers. Additional sticks can be loaded on those already in the machine.

MODEL 171 Capacity: 6700 sticks when fully loaded. Power is obtained from compressed air line or complete air compressor can be furnished.



ALL PURPOSE FILLER MODEL 106

Handles all types of containers or molds. Adjustment handle controlling ice cream volume conveniently located with indicator... foot trip for easy operation... stainless steel hopper with 20 gallon capacity... motor located under table and covered. Handles ice cream from continuous or batch freezer. Inner hopper available for filling three flavors (1 package at a time). Table with up and down adjustment is equipped with drip trough.

No. 106-2 Equipped with two heads for high production filling of molds. Fills eight mold cavities at one time — 600 complete molds per hour.



Use this Handy Coupon for Quick Information

ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 2-2

Name _____

Address _____

Dariloid and Dricoid

top them all...

Proved Advantages

Natural Body
Uniform viscosity of mix
No masking of flavor
High resistance to heat shock
Clean, attractive meltdown
No protein de-stabilization
with resultant wheying off
Sustained, smooth texture
Flexibility and wide range of
stabilization

• Year after year Dariloid and Dricoid have climbed higher and higher in user preference. More ice cream is stabilized by Dariloid and Dricoid than by any other stabilizer or stabilizer-emulsifier.

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